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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(2)

ABC- 7-7:15pm EDT, Mon thru Fri; DEBUT; The Jack Drees Sports Show; LIVE from WBKB(Chi), to WABC-TV(NY) & WXYZ-TV(Detroit). § Sustaining. § Pkgr- WBKB(Chi); Prod- Grover J. Allen. § Sports commentator Jack Drees presents sports editorials followed by sports news, features and interviews. The program will be seen thru Aug 24 as the summer replacement for Kukla, Fran & Ollie (last show June 29) which returns Aug 27.

CBS- 9-9:30pm EDT; DEBUT; The Charlie Farrell Show; FILM from WCBS-TV(NY) & KNXT (LA), 135 stations net, 25 delayed. § Alternate Week Sponsors- 1) General Foods Corp (Swans Down Cake Mixes) thru Young & Rubicam, Inc(NY); Acct Superv- Joe Wilkerson; Acct Exec- Edward Alleman. 2) Procter & Gamble Co (Lilt, Fluffo); Lilt thru Grey Advertising Agency, Inc(NY); V.P.'s, Acct Supervs- Samuel Dalsimer, Jerry S. Stolzoff; Acct Exec- John Van Deusen. Fluffo thru Tatham-Laird, Inc(Chi); Acct Exec- George Norris. § Pkgr & Film Prod- Hal Roach Studios, Culver City, Calif.; Exec Prod- Hal Roach, Jr.; Prod- Gordon Hughes (creator of series); Dir- Rod Amateau; Writers- Gordon Hughes, Lee Karson, Phil Shuken, John L. Greene, Jack Harvey. § Charlie Farrell stars in this situation comedy series as himself, owner of the Racquet Club in Palm Springs, Calif., with the episodes based on his activities in the club and in the community. Charles Winninger plays Farrell's father, with Richard Deacon as Sherman Hull, manager of the club, and Kathryn Card as Farrell's housekeeper, Mrs. Papernow. The program is the summer replacement for I Love Lucy (last show June 25).

CBS- 9:30-10pm EDT; DEBUT; The Vic Damone Show; LIVE from WCBS-TV(NY), 153 stations live, 32 kine. § Sponsor- General Foods Corp (Instant Maxwell House Coffee, Gaines Dog Food) thru Benton & Bowles, Inc(NY); TV Acct Superv- Thomas McDermott; Comm Anncrs- Rex Marshall (Maxwell House), Bob Dixon (Gaines). § Pkgr- Benton & Bowles, Inc(NY); Prod & Dir & Casting- Don Appel; Music Dir- Tutti Camarata; Sets- Howard Barker; Writers- Selma Diamond, Jerry Seelen. § Musical program starring singer Vic Damone, with variety guests each week. The orchestra is directed by Tutti Camarata. The program is the summer replacement for December Bride (last show June 25).

THIS WEEK(More)

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Monday(2)

NBC- 8-9pm EDT; DEBUT; The Ernie Kovacs Show; LIVE from WRCA-TV(NY), 118 stations live, 32 kine. § Segment Sponsors- 1) American Chicle Co (Dentyne, Rolaids, Beeman's); Dentyne thru Dancer-Fitzgerald-Sample, Inc(NY), Rolaids, Beeman's thru Ted Bates & Co., Inc(NY). 2) Helen Curtis Industries, Inc (Spray Net) thru Weiss & Geller, Inc(Chi). 3) Remington Electric Shaver Div of Remington-Rand, Inc thru Young & Rubicam, Inc(NY). § Pkgr- NBC-TV(NY); Prod- Perry Cross; Dir- Barry Shear; Music Dir- Harry Sosnik; Prog Anncr- Bill Wendell; Sets- Herb Andrews, Burr Schmidt; Costumes- Guy Kent; Choreog- Bob Hamilton; Writers- Ernie Kovacs, Rex Lardner, Deke Hayward, Mike Marmer; Casting- Marie Correll(NBC). § Comedy-variety show presented three Mondays out of four, starring comedian Ernie Kovacs, with his wife, singer-comedienne Edie Adams; with the Hamilton Trio, dancers and comedian Henry Lascoe as regulars and various guest stars. The program replaces Caesar's Hour (last show June 18) in this time spot.

NBC- 9:30-10:30pm EDT; RETURN; Robert Montgomery Presents: The Johnson's Wax Summer Program alt with The Schick Summer Theatre; LIVE from WRCA-TV(NY), 101 stations live, 2 kine. § Alternate Week Sponsors- 1) S. C. Johnson & Son, Inc (Waxes, Polishes, Polisher); Waxes, Polishes thru Needham, Louis & Brorby, Inc(Chi); Polisher thru Benton & Bowles, Inc(NY). 2) Schick, Inc. (Electric Shaver) thru Warwick & Legler, Inc(NY). § Pkgr- Neptune Productions(NY); Prods- Robert Montgomery, John Gibbs; Prod Superv- Joseph Bailey; Alt Dirs- Alex March, John Schwartz, Jim Beach, Ira Cirker, Tom Reynolds, Bill Hamilton, with John Newland and Perry Lafferty as supervisory directors; Script Ed- Kathleen Rowan; Casting- Julain Williams(Neptune). § Summer drama series with a stock company of six performers in the major roles each week; including Charles Drake, Mary K. Wells, Elizabeth Montgomery, Jan Miner, John Gibson and Tom Middleton. The program is the regular summer replacement for Robert Montgomery Presents (last show June 25) for the same sponsors.

Tuesday(3)

ABC- 9-9:30pm EDT; DEBUT; G. E. Summer Originals; FILM from WABC-TV(NY) & KABC-TV(LA), 60 stations , 57 delayed. § Sponsor- General Electric Co (Appliances, TV Receiver Div) thru Young & Rubicam, Inc(NY); TV Acct Superv- Norman Glenn. § Pkgrs & Film Prods- Different ones for each film. § Series of 10 different filmed programs, starring various personalities. Each film was produced as the pilot for an intended series; none went into production. The films and their stars are: "It's Sunny Again," starring Vivian Blaine, with Jules Munshin; "Duel at Dawn," starring James Mason, Pamela Kellino and Scott Forbes; "Uncle Charlie," starring Noah Beery, Jr.; "War Drums," starring Tom Keene; "Bulletin from Bertie," starring Arthur Treacher and Arnold Stang; "Reno English," starring Zachary Scott; "Alias Mike Hercules," starring Hugh Beamont; "The Green Parrot," starring Claude Dauphin; "Squeegie," starring Ben Blue, and "Country Store," starring Joe E. Brown. The program replaces Make Room for Daddy (last show June 26).

NBC- 9-9:30pm EDT; DEBUT; Sneak Preview; FILM from WRCA-TV(NY) & KRCA-TV(LA), 104 stations net, 28 delayed. § Procter & Gamble Co (Ivory, Gleem, Prell); Ivory & Gleem thru Compton Advertising, Inc(NY); Acct Execs- John Cantwell (Ivory), John Cross (Gleem); Prell thru Benton & Bowles, Inc(NY); Acct Exec- Norman Grulich. § Pkgrs & Film Prods- Different ones for each film. § Nelson Case is host and narrator (also doing commercials) for a group of 7 films, each originally intended as pilots for series, including: "Just Plain Folks," starring Zsa Zsa Gabor and Cy Howard; "Merry-Go-Round," written by Ray Bradbury; "One Minute from Broadway," starring Brian Aherne and John Carradine; "Real George," with George O'Hanlon; "The Way Back," starring Pat O'Brien; "Carolyn," starring Celeste Holm, and "Calling Terry Conway," (Continued on next page)

Tuesday(3)

NBC- Sneak Preview(Continued from previous page): starring Ann Sheridan. The program is summer replacement for Jane Wyman's Fireside Theatre (last show June 26).

NBC- 9:30-10:30pm EDT, alt Tue; DEBUT; Kaiser Aluminum Hour; LIVE from WRCA-TV (NY), 91 stations live, 10 kine. § Sponsor- Kaiser Aluminum & Chemical Corp (Aluminum) thru Young & Rubicam, Inc(S.F.); Acct Execs- Doug Maservey, Fred S. Crashaw; TV Acct Rep- Richard Dana. § Pkgr- Unit Four Productions(NY); Exec Prod- Worthington Miner; Alt Prods-Dirs- Franklin Schaffner, Fielder Cook, George Roy Hill; Assoc Prod- Joseph Dackow; NBC Prog Superv- Joseph Cuneff; Script Ed- Marian Searchinger(Ashley-Steiner); Casting- James Merrick(A-S); Writers- Various. § Two-act presentations of full hour dramas with a wide range of themes; originals and book and play adaptations; with stars from all fields and top rank supporting casts. The program will alternate weekly with Armstrong Circle Theatre and replaces Playwrights '56 (last show June 19) in this alternate week spot.

Wednesday(4)

NBC- 8-8:30pm EDT; DEBUT; Press Conference; LIVE from WRC-TV(Wash), 75 stations live, none kine. § Sponsor- Corn Products Refining Co (Institutional, occasional comm'ls for Karo, Mazola, Niagara, Linit) thru C. L. Miller Co., Inc (NY); V.P. in chg- W. F. Mueller; TV Acct Rep- C. Duncan Rogers. § Prod- Martha Rountree; pkgr and other production credits not available at press time. § Martha Rountree is moderator at a news conference at which 16 members of the Washington press corps (six regulars and ten guests) interview a top level figure in the government or a newsmaking person. The program will be seen in this time spot thru Sept 26. It replaces Screen Directors Playhouse (last show on NBC June 27) which moves to ABC, Wed, 9-9:30pm EDT, this date, July 4.

NBC- 10:30-11pm EDT; DEBUT; Ina Ray Hutton Show; LIVE from KRCA-TV(LA), 29 stations live, 49 kine. Sponsor- Purex Corp, Ltd (Dry, Liquid Bleaches) thru Foote, Cone & Belding(LA). § Pkgr & Exec Prod- Harold Jovien(LA); Prod & Dir- Bob Lehman; Music Dir- Ina Ray Hutton; Prog Anncr- Diane Brewster; Sets- John Schum; Writer- Jerry Bowen (special material). § Variety and musical show, starring Ina Ray Hutton and her all-girl band, presenting music specialists from the band as well as guest artists; only women will be featured on the program. The program replaces Midwestern Hayride (last show June 27).

Friday(6)

CBS- 10:30-11pm EDT; RETURN; Pantomime Quiz; LIVE from WCBS-TV(NY), 50 stations live(Amoco), 33 stations live(Hamm), no. not available for Time-Life. § Alternate Week Sponsors- 1) Time-Life, Inc (Magazines) thru Young & Rubicam, Inc (NY); Acct Exec- Bob Fenton. 2) (Eastern States) American Oil Co (Amoco) thru Joseph Katz Co(NY); Acct Exec- John T. McHugh; with (Midwest and West) Theo. Hamm Brewing Co (Hamm Beer) thru Campbell-Mithun, Inc(Minn). § Pkgr- Mike Stokey Enterprises, Inc(NY); Prod- Mike Stokey; Assoc Prod- James Barnett; Dir- Alan Dinehart. § Mike Stokey is host to teams of celebrities who play the popular charade game; permanent panel members are Rocky Graziano, Carol Haney, Robert Strauss, Dorothy Hart, Hans Conreid and Robert Alda; with two guest celebrities weekly. The program originally debuted on TV in 1947 in California and has been on the networks as a regular program or summer replacement every year since then. The program replaces Person to Person (last show June 29) thru Sept 7, with the Edward Murrow program returning Sept 14.

Saturday(7)

CBS- 9:30-10pm EDT; DEBUT; The Russ Morgan Show; LIVE from WCBS-TV(NY), 118 stations live, 18 kine. § Sponsor- Procter & Gamble Co (Cont'd on next page)

Saturday(7)

CBS- The Russ Morgan Show (Continued from previous page): (Drene, Dash, Crest) Drene & Dash thru Compton Advertising, Inc(NY); Acct Execs- Bill Stewart (Drene), Paul Cooke (Dash); Crest thru Benton & Bowles, Inc(NY); Acct Exec- George Ogle. § Pkgr- General Artists Corp(NY); Prod- Bob Bach; Dir- Kirk Alexander; Prog Anncr- Hal Simms; Sets- Bill Cecil; Casting- GAC. § Musical showcase, starring Russ Morgan and his orchestra, with vocalist Helen O'Connell, and a guest vocalist each week; spotlighting pop tunes of the past and present. The program replaces It's Always Jan (last show June 30).

CBS- 10:30-11pm EDT; DEBUT; High Finance; LIVE from WCBS-TV(NY), no. of stations not available. § Sponsor- The Mennen Co (Skin Bracer, Spray Deodorant, Shampoo) thru McCann-Erickson, Inc(NY); Acct Exec- Frank Mayers; Mennen Baby Products thru Grey Advertising Agency, Inc(NY); Acct Superv- Herb D. Strauss; Acct Exec- Robert Zimmern. § Pkgr- Jade Productions(NY); Creators- Dennis James, Robert Jennings; Prod- Peter Arnell; Assoc Prod & Dir- Lou Sposa; Music Dir- John Gart. § Audience participation quiz with Dennis James as host. Contestants chosen from letters are asked questions based on stories printed in their hometown newspapers during the week before they appear on the program. Each starts with a cash stake determined by preliminary questions; then is asked to invest a percentage of the money, with each further question answered correctly giving the contestant another chance to re-invest the money until he reaches his previously announced goal or misses a question. A contestant missing a question keeps his prizes and the balance of his initial stake. The program replaces Damon Runyon Theatre (last show June 30).

NBC- 10-10:30pm EDT; DEBUT; The Encore Theatre; FILM from WRCA-TV(NY) & KRCA-TV (LA), 153 stations net, 26 delayed. § Alternate Week Sponsors- 1) Armour & Co (Dial Soap, Shampoo) thru Foote, Cone & Belding(Chi); Acct Superv- W. R. Forrest; TV Acct Rep- Jack Simpson. 2) Pet Milk Co thru Gardner Advertising Co(St. Louis); Acct Exec- Champ Humphrey. (Programs of July 7, Aug 4, Sept 1 are sustaining; Armour starts July 14, with sponsorship alternating weekly). § Pkgr- MCA-TV(NY). § Re-runs of films previously shown as part of Pepsi-Cola Playhouse and Studio 57. Program is summer replacement for the George Gobel Show (last show June 30).

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Going Places (Sun, 5-6pm EDT) Merv Griffin replaced Jack Gregson as m.c., effective June 24.

Screen Directors Playhouse (Wed, 9-9:30pm EDT) Network debut, effective July 4, moving from NBC, Wednesdays, 8-8:30pm EDT (see page 58). It moves into the time previously vacated by Masquerade Party (see page 55) now seen Sat, 10-10:30pm.

CBS- Special Steel Wage Negotiations Talk; SPECIAL June 28; Thu, 10:30-10:45pm EDT; LIVE from WCBS-TV(NY), no. of stations not available. § Sponsor- 10 major U.S. steel companies thru Batten, Barton, Durstine & Osborn, Inc(NY). § Admiral Ben Moreell, chairman of the board of Jones and Laughlin Steel Corp talked on the steel wage negotiations, from the viewpoint of management. The program preempted the 10:30-10:45pm portion of Quiz Kids, which was seen from 10:45-11pm EDT, this day only.

CBS- General Electric Theatre (Sun, 9-9:30pm EDT) S. Mark Smith named producer succeeding Mort Abrahams.

CBS- The Arthur Godfrey Show (Wed, 8-9pm EDT) New title for program, effective June 27; formerly titled Arthur Godfrey and his Friends. This program, with Arthur Godfrey Time (Mon thru Thu, 10:30-11:30am EDT) and Arthur Godfrey's Talent Scouts (Mon, 8:30-9pm EDT) originate from San Francisco, July 2 thru 5.

Search for Tomorrow (Mon thru Fri, 12:30-12:45pm EDT) Production staff changes effective July 2: Pkgr- Leo Burnett Co., Inc (also now agency on the program for sponsor Procter & Gamble Co); Prod- Woody Klose; Asst Prod- Steven Meyer; Dir & Casting- Charles Irving (Production Aids, Ltd).

NBC- Feather Your Nest (Mon thru Fri, 12noon-12:30pm EDT) and It Could Be You (Mon thru Fri, 12:30-1pm EDT) New times effective July 2, each program moves into the other's previous spot.

Queen For a Day (Mon thru Fri, 4-4:45pm EDT) Program expands time and moves from its previous 4:30-5pm EDT spot, effective July 2. It replaces Date With Life, 4-4:15pm, (last show June 29) and Modern Romances, 4:15-4:30pm EDT, with the latter moving to 4:45-5pm EDT, this date.

Producer's Showcase (Every 4th Mon, 8-9:30pm EDT) Mort Abrahams now producer, with Leo Davis as associate producer and script ed.

Kraft Television Theatre (Wed, 9-10pm EDT) Will be telecast in color and b & w, July 4 thru Sept 3.

Best of Groucho (Thu, 8-8:30pm EDT) Summer replacement for You Bet Your Life, repeats of the best programs in the series, returned for its fifth season, effective June 28 for 13 weeks.

People Are Funny (Sat, 9-9:30pm EDT) Repeats of shows of the past season, to be shown for 11 weeks, starting June 30.

Man Against Crime (Sun, 10-10:30pm EDT) Change name of packager to: Frank Cooper Associates(LA). (See page 54).

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MAJOR LOCAL DEBUTS & HIGHLIGHTS

WABC-TV(Ch 7)- New York — Cecil Brown and the News; DEBUT July 2; Mon thru Fri, 11-11:10pm EDT. Sponsor- Carter Products, Inc., thru Sullivan, Stauffer, Colwell & Bayles. Pkgr & Prod- WABC-TV. Commentator and news analyst Cecil Brown presents a summary of late sports results, news and weather reports.

WRCA-TV(Ch 4)- New York — Inside Story with Victor Riesel; DEBUT June 29; Fri, 6:30-6:45pm EDT. Sustaining. Pkgr- WRCA-TV; Prod- Ted Nathanson; Dir- Mike Gargiulo. Labor columnist Victor Riesel presents the background of the top news story of the week, through interviews with guests concerned with the story. The program will also feature a digest of labor news of the week.

KRCA-TV(Ch 4)- Los Angeles — Sermons From Science, ON FILM; DEBUT July 1; Sun, 4-4:30pm PDT. Sustaining. Pkgr & Prod- Moody Institute of Science. Dr. Irwin A. Moon, scientist and bible authority, shows the relationship of science and nature to religion, in the same manner as the platform demonstrations he has been conducting for the past 20 years. The film series replaces Eleanor Powell's Faith of our Children during the summer.

TALENT SHOWSHEET JUNE 29 - JULY 8

Most of the shows on June 29, 30, July 1, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday July 6. Script identifications used are: (O) Original, (A) Adaptation,(SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper cand lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at anv time. Currently in re-runs (and omitted from the listings, below) are: Adventures of Rin-Tin-Tin, Armstrong Circle Theatre(kine), Crossroads, Crusader, Ethel & Albert, Father Knows Best, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason Show, It's Always Jan, Life & Legend of Wyatt Earp, Life of Riley, Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers Show, Star Stage, Tales of the Texas Rangers, The Vise(through July),You Are There, Jane Wyman, Warner Brothers Presents("Cheyenne"series), Loretta Young Show, Alfred Hitchcock Presents, 20th Century-Fox Hour, Ford Theatre

FRIDAY JUNE 29

Science Fiction Theatre	WRCA 7pm	Add(to cast): Susan Cummings, Bruce Wendell
MAMA	CBS 8pm	with regulars & Geoffrey Horne, Matt Crowley, Leora Thatcher
MARTIN & LEWIS TV ROUNDUP	WABD 10pm	with Ed Sullivan, Steve Allen, Sammy Davis,Jr, Morey Amsterdam, Kitty Kallen, Jack Paar, Jack Carter, Edye Gorme, Steve Lawrence, Jaye P. Morgan, Vincent Price, Carole Bennett, Imogene Coca, Joey Adams, Thelma Carpenter, Ernie Kovacs, Edie Adams, Vic Damone, Fran Warren, Elaine Malbin, Nick Kenny; (This date only).

SUNDAY JULY 1

LAMP UNTO MY FEET	CBS 10am	At Noon Day As In The Night - (O) Milton Wayne; with Earl Hyman, Jane White, Frederic Downs, Robert van Hooton; Dir - James MacAllen
LOOK UP & LIVE	CBS 10:30am	(O) - Harold Martin; (A) Gene Hurley; with Felice Orlandi, John Reese, Kali Deei, Joe Mantell, Sid Armus; (SD)
CAMERA THREE (James Macandrew)	CBS 11:30am	The Green and Golden Bough - (O) John McGiffert; with Henderson Forsythe, Joanna Roos, Don Hotten, Vinette Carroll (SD)
STEVE ALLEN SHOW	NBC 8pm	Add: Eydie Gorme, Steve Lawrence; Kill: Louis Armstrong & orchestra
GENERAL ELECTRIC THEATRE(Ronald Reagan)	CBS 9pm	Man With A Vengeance - (O) Rod Serling; with Dennis King, Walter Matthau, Paul McGrath, Jocelyn Brando, Dir - Don Medford;(This script originally used 5/15/55).
GOODYEAR PLAYHOUSE	NBC 9pm	Add(to cast): Ralph Bellamy
MAN AGAINST CRIME (Frank Lovejoy)	NBC 10pm	Add(cast): Mike Barnett, Carol Hill, Olan Soule, Dick Reeves, Pete Mamakos, Matty Fain, David Orrick, Roxanne Arlen

MONDAY JULY 2

GORDON MACRAE SHOW	NBC 7:30pm	regulars & June Hutton
Stage 7	WPIX 8pm	Harrigan's Ghost; with Howard Duff, Aline Towne, James Seay
TV Reader's Digest (Gene Raymond)	ABC 8pm	The Only Way Out - (O) Claus Galdemann, Robert Littell; (A) William Spier; with Paul Stewart, Arthur Franz
ERNIE KOVACS SHOW	NBC 8pm	Kovacs, Edie Adams, The Hamilton Trio, Henry Lascoe(all regs); with Dick Haymes(S), Nairobi Trio(S-D); (SD) Barry Shear; (PREMIERE)
VOICE OF FIRESTONE	ABC 8:30pm	Eugene Conley, Rose Bampton

MONDAY JULY 2(Cont'd)

Charlie Farrell Show	CBS 9pm	Charlie Farrell, Charles Winninger, Richard Deacon, Leon Askin, Ann Lee, Kathryn Card(all regs); with Marie Windsor, Peggy Knudson, Douglas Dumbrille; (SW - responsible for different scripts) Gordon Hughes, Lee Karson, Phil Shuken, John L. Greene, Jack Harvey; (SD) Rod Amateau;(PREMIERE)
Medic	NBC 9pm	Black Friday; re-run of 11/21/55
VIC DAMONE SHOW	CBS 9:30pm	Damone(reg); with Pier Angeli, Spring Byington, Buddy Hackett(C), Shirley Jones(S); (Prod-SD) Don Appel;(PREMIERE)
ROBERT MONTGOMERY SUMMER THEATRE	NBC 9:30pm	Dream No More (O) Philip MacDonald; (A) Milton Gelman; with Jan Miner, Tom Middleton, Charles Drake, Mary K. Wells, Elizabeth Montgomery, John Gibson(all members of stock Co. used on Summer Theatre); this week with Drake, Miner, Middleton & Minnie Joe Curtis; Dir - Sterling T. Reynolds; (PREMIERE)
STUDIO ONE SUMMER THEATRE	CBS 10pm	The Luck of Luke McTrigger - (O) Leo Brady; with Pat Henning, Peg Hillias, Staats Cotsworth, William Hickey, Mary Doyle, Donald McKee; (SD) Frank Moriarty
Douglas Fairbanks	WRCA 10:30pm	Play Me A Blue Note; with Douglas Fairbanks Jr, Mary Steele, Gene Anderson

TUESDAY JULY 3

THE CHEVY SHOW	NBC 8pm	Gisele MacKenzie, Bobby Van, Double Daters, Ray Charles orch. Cornel Wilde, Phil Harris; (O) Herb Baker
Sneak Preview (Nelson Case)	NBC 9pm	Just Plain Folks; with Zsa Zsa Gabor, Cy Howard;(PREMIERE)
GE Summer Originals	ABC 9pm	It's Sunny Again; with Vivian Blaine, Jules Munshin, Shirley Mitchell, Dir-Don Weis (PREMIERE)
DuPont Cavalcade Theatre	ABC 9:30pm	The Rescue of Dr. Beanes - (O) Harold Shumate; with Donald Murphy, Paula Raymond, Christopher Dark, Griff Barnett
KAISER ALUMINUM HOUR	NBC 9:30pm	The Army Game - (O) Loring D. Mandel, Mayo Simon; with Paul Newman, Edward Andrews, Philip Abbott, George Grizzard, Patrick McVey, Frank Campanella, James Pritchett, Haila Stoddard Burt Brinckerhoff, Jeff Harris, Sidney Pollack, Bill Gunn, Betsy Meade, Clint Young; Dir - Frank Schaffner;(PREMIERE)
Big Town	NBC 10:30pm	Smear Magazine; with regulars & William Erwin, David Orrick, Theodore Newton, Murray Arnold, George Selk

WEDNESDAY JULY 4

Death Valley Days (Stanley Andrews)	WRCA 7pm	Dear Teacher; with Nancy Hale, Michael Moore, Geraldine Wall, Donna Corcoran, Vivi Janiss, Paul McGuire, Jon Gardner, Don Bender, George Sherwood, Kermit Maynard, Francis McDonald, John Frank
THE ARTHUR GODFREY SHOW	CBS 8pm	Myoshi Umeki(S), Pat Boone(S)
Screen Directors Playhouse	ABC 9pm	Partners - (O) Tay Garnett, Winston Miller; with Casey Tibbs, Brandon de Wilde, Clem Bevins, Robert Wilke, Don Beddoe, Chuck Parkison, James Bell, Paul Birch; Dir - Tay Garnett
KRAFT TELEVISION THEATRE	NBC 9pm	Tear Open the Skies - (O) Francis Wilson; with Richard Carlson, Geoffrey Lumb, Bruce Gordon, Nancy Marchand, Jean Shelley, Richard Kendrick, John Boruff, Jimmy Sommer, June Evert
EDDY ARNOLD SHOW	ABC 9:30pm	Beverly Collins(S)
US STEEL HOUR	CBS 10pm	Operation 3 R's - (O) Helen Cotton; with Robert Culp, Frank Milan, Gerald Price, Warren Oates, Arch Johnson, Sallie Brophy, Paul Mazursky, John Napier, Karl Lucas, Edwin Bruce, Howard Dayton, Michael Enserro, Frank Gero, William Canfield, Ray Bramley; (SD) Norman Felton

WEDNESDAY JULY 4(Cont'd)

INA RAY HUTTON SHOW	NBC 10:30pm	Ina Ray Hutton & orch., specialists from orch.,and guests: Judy Canova(C), Kay Brown(S); (PREMIERE)

THURSDAY JULY 5

Guy Lombardo	WRCA 7pm	Ella Logan
Bob Cummings Show	CBS 8pm	The Petticoat Derby; with regulars & John Hubbard, May Wynn, Joi Lansing, Bob Cummings,Jr.
CLIMAX!	CBS 8:30pm	Phone Call for Matthew Quade- (O) Oliver Crawford; with Everett Sloane, Mona Freeman, Mary Astor, Arthur Franz; Dir - Ralph Nelson
STAR TONIGHT	ABC 9pm	Shadow of Evil - (O) James Aswell, (A) Calvin Tomkins; with Charles Aidman, Lori March, John Shellie, Bert Freed; (SD)
Four Star Playhouse	CBS 9:30pm	Distinguished Service - (O) Frederick J. Lipp; with Charles Boyer, Dorothy Green, Harry Bartell, Gayle Kellogg, Tim Graham, Tom Brown Henry; Dir - Roy Kellino
ARTHUR MURRAY PARTY	CBS 10pm	Teresa Brewer
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	A Marriage Day - (O) Merle Miller; with Marilyn Erskine, Ray Collins, Cloris Leachman, Andrew Duggan; (SD)

FRIDAY JULY 6

Science Fiction Theatre	WRCA 7pm	The Phantom Car; with Judith Ames, John Archer
Combat Sargeant	ABC 8pm	Pass Into Danger; with regulars & Francis McDonald, Carleton Young, Frank Chase
THE BIG STORY (Ben Grauer)	NBC 9pm	Herbert B. Krone,Reporter: Lancaster(Pa) New Era - (A) Douglas Taylor; with Joseph Julian, Peg Hillias, Buzz Martin, Stuart Germain
Schlitz Playhouse	CBS 9:30pm	The Mechanical Cook - (O) Richard English; with William Bendix, Audrey Totter, Harry Tyler, William McLean, Roy Engel, Will J. White, Renny McEvoy, William Schallert; (SD) Christian Nyby

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY JUNE 29 THRU FRIDAY JULY 6

GARRY MOORE SHOW	CBS 10am	7/4 - Billy Gilbert(C); 7/6 - Marian MacPartland(M),"Mr. Ballantine"(C-magic)
NBC MATINEE THEATRE	NBC 3pm	7/2 - There's Always Juliet - (O) John VanDruten, (A) Helene Hanff; 7/3 - Seasoned Timber - (O) Dorothy Canfield Fisher, (A) Elihu Winer; 7/4 - The Declaration - (O) Stephen R. Callahan, John Vlahos; 7/5 - The High Place - (O) Roger Garis; 7/6 - Black Chiffon - (O) Leslie Storm, (A) Philip Barry,Jr.
MODERN ROMANCES (Kathy Norris)	NBC 4:45pm	(O) Mike Morris; with Joe Maross, Sylvia Daneel, Jay Meredith
TONIGHT (Steve Allen, others)	NBC 11:30pm	7/2-7/3,host: Jack Paar;guests,7/2 -Jose Melis & orch, Elise Rhodes(S), Louis Nye(C), Michael Brown Group(S-S-C); 7/3 - same as above & Alice Pearce(C); 7/4 - Jeri Southern(S), Pat Tooner,Sr.(D); 7/5 - Jill Corey(S), Peggy Ryan, Ray McDonald (D); 7/6 - Jill Corey(S)

SATURDAY JULY 7

OZARK JUBILEE (Red Foley)	ABC 7:30pm	with Sonny James(S-M), Tommy Duncan(S), Wally Fowler(S), "Harmonica Bill" Russell(M), "Speedy" West(M)
PATTI PAGE SHOW	NBC 8pm	Julius LaRosa, Johnny Puleo & His Harmonica Gang, Beverlee Dennis(C), Dieter Tasso(acro); (SD)

SATURDAY JULY 7 (Cont'd)

STAGE SHOW	CBS 8:30pm	regulars & Tony Bennett(S), Nat Brandwynne(M), Stepin Fetchit(C)
RUSS MORGAN SHOW	CBS 9:30pm	Russ Morgan, Helen O'Connell(regs); with Hoagy Carmichael (M-S); (SW) Bob Bach; (SD) Kirk Alexander; (PREMIERE)
Gunsmoke	CBS 10pm	with regulars & Robert Ellenstein, Anne Barton, Dabbs Greer
Adventure Theatre (Paul Douglas)	NBC 10:30pm	Willful Widow; with Derek Blomfield, Noel Byson, George Baker

SUNDAY JULY 8

Telephone Time	CBS 6pm	The Joyful Lunatic - (O) John Nesbitt, (A) Donald S.Sanford; with Alexander Scourby, Lowell Gilmore; (SD) Erle Kenton
Frontier	NBC 7:30pm	Voyage of Captain Castle; with Donald Murphy, Jan Arvan, Trevor Bardette, Denver Pyle, Rosa Rey, Eleanore Kent, John Merrick, Gloria Saunders; (SW&SD)
ED SULLIVAN SHOW	CBS 8pm	Patachou(S), Constance Bennett(S), Senor Wences(ventril), Myron Cohen(C), Reese & Davis(C), Cell Block Seven(M), Sciplini's Chimps
STEVE ALLEN SHOW	NBC 8pm	Vic Damone(S), Abe Burrows, Don Adams(C)
ALCOA HOUR	NBC 9pm	The Piper of St. James - (O) Hugh Kemp; with Barry Jones, Patrick O'Neal, Brenda Forbes, William Hansen, Peggy Maurer, Pat Harringyon, Patrick Macnee; (SD)

Ross Reports ON TELEVISION

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JULY 4, 1956

VOLUME 8 NUMBER 27 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Arthur Godfrey starts his annual summer vacation on Aug 17, with Peter Lind Hayes taking over the morning Arthur Godfrey Time programs thru Sept 13. Godfrey will return to the morning shows on Sept 17. Bob Crosby will be host for Arthur Godfrey's Talent Scouts, starting Aug 20 and continuing thru Sept 10, with Godfrey returning to this one on Sept 17. The Wednesday evening show (which CBS is rather non-committal about these days) will be replaced by Frankie Laine Time, starting Aug 1, for eight weeks. The Arthur Godfrey Show will probably return on Sept 26..... Frankie Laine Time will again be a variety show in the pattern of last year's summer success for the singer, but with a completely new production setup. Charlie Andrews will produce, assisted by Paul Orr. Mel Ferber will direct, with Edith Barstow in charge of staging and choreography, also giving her name to the dance group regulars. Singing regulars on the show will be the Mello-Larks. The show will be written by Harvey Orkin, Shelly Keller and Lou Salaman.....The Mello-Larks (Tommy Hamm, Joe Eich, Bob Wollter and Jamie Dina) will also back Snooky Lanson when he stars as the summer replacement for the Dinah Shore Show on NBC, Tuesdays and Thursdays, starting July 17. The two-a-week program will be known as Chevrolet on Broadway for the summer. Lanson is scheduled for only three weeks on the Tuesday show, with Frankie Carle moving into that spot on Aug 7, but Lanson will continue with the Thursday program thru Sept 13. The shows will originate from New York, with Gordon Auchincloss producing and writing and David Lowe handling the direction. Hal Hastings is music director.

Maxwell Reid and Helen Westcott are slated for the leads in Guild Films' Captain David Grief, which starts pilot production next week in Hawaii.....Sheldon Leonard will be producer-director of the new series of Make Room for Daddy films, the Danny Thomas starrer. Lou Edelman has stepped up to exec producer to allow time to work on other ABC series for the fall. Reports are that no definite statement will be made in the films, but the impression will be given that Thomas' wife in the series (played by Jean Hagen, who has left the show) has died. New production starts within two weeks.....Warren Stevens and Phillip Carey will co-star in Screen Gems' Tales of the 77th Bengal Lancers, to be produced by Herbert B. Leonard, with Douglas Heyes as associate producer. The tales of military adventures on India's northwestern frontier during the late 19th Century will be sponsored by General Foods for Jell-O over NBC, Sundays, 7-7:30pm NYT, starting in the fall. The new sale gives Screen Gems a total of nine film series to be seen over networks during 1956-57. Leonard is producer of two and co-producer of one of the total. Screen Gems will produce more than 175 hours of new filmed programming for network viewing during next season.

(MORE)

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Still on Screen Gems. The company has bought the building adjoining its present property on North Beachwood Drive in Hollywood to house producers, writers and directors who will be added to the staff to work on current and future properties. Milton Pickman has been named v.p. in charge of programming to handle negotiations for properties and people inolved in the pilot production schedule of 20 properties to be made ready for the 1957 selling season; or no later than January. Included in the list is what can only be characterized as that old perennial, "You Can't Take it With You." The difficult property will be going thru its third attempt at evolvement into a series. The second pilot, made by Screen Gems last year, wound up on Ford Theatre and was also sold for summer re-run in a Ford group. Screen Gems can always amortize pilots that are acceptable for viewing but not for series production by moving them into one of its anthology series on the net or in syndication. Pickman, by the way, will have a dual role in working for Briskin Productions, Inc., and for Screen Gems, both Columbia subsidiary organizations.

Future productions scheduled for Climax! include: July 12, "Fear is the Hunter," original by Arthur Rowe, directed by Buzz Kulik, starring Steve Cochran and Anne Bancroft; July 19, "Fury at Dawn," adapted by John McGreevey from an original by James Joseph, directed by Ralph Nelson; July 26, "The Man Who Lost his Head," adapted by John Knoubuhl, original by Ellis St. Joseph, directed by Kulik; Aug 2, "Throw Away the Cane," original by Eliot Asinof, directed by Nelson; Aug 9, "Right to Kill," adapted by Victor Wolfson from Dostoevski's "Crime and Punishment," directed by Kulik; Aug 16, "A Child of the Wind," adapted by Anne Chapin and Frank Glicksman from a novel by Burgess Drake, directed by Allen Reisner; Aug 23, "The 78th Floor," original by Leonard Lee, directed by Kulik; Aug 30, "The Dark Wall," based on the book by Dr. Morton Prince, dramatized by John Knoubuhl, directed by Reisner; Sept 6, "Dead and not Buried," by H. F. M. Prescott, adapted by Jean Holloway, directed by Kulik.

Future production schedule (revised) for Robert Montgomery Presents: July 9, "A Matter of Conscience," by Theodore and Mathilde Ferro; July 16, "Day of Grace," adapted by Doria Folliott from a story by A. C. Spectorsky; July 23, "Catch a Falling Star," by David Levy; July 30, "The Company Wife," by Martha Wilkerson; Aug 6, "Maybe Tomorrow," by Sandra Michaels; no shows for Aug 13 and 20 because of political convention telecasts; Aug 27, "Southern Exposure," adapted by Doria Folliott from a story by Owen Crump; Sept 3, "Mr. Parker's Rhubarb," by Theodore and Mathilde Ferro. All are Montgomery "summer stock company" presentations.

The announcement of the continuation of the sports partnerships between NBC and Gillette in presenting the World Series and All-Star baseball games thru 1961 (NBC is now the direct contractor, with Mutual radio out of the picture), came within a week after the confirmation that Gillette has as usual renewed for another 52 weeks its sponsorship of NBC's Cavalcade of Sports fight telecasts and other sporting events, effective Sept 7. Gillette spends more money on the direct subsidy of sports events thru television and radio than any private organization in history.....Robert Sterling becomes host of The 20th Century-Fox Hour on Sept 19, succeeding Joseph Cotten who will be involved with his own On Trial series on NBC, starting in the fall..... Playhouse 90, the CBS 90-minute dramatic series, will have 31 live presentations and eight film (being produced by Screen Gems), with Vincent Donehue slated to direct four of the live programs, Arthur Penn to direct two, and John Frankenheimer and Ralph Nelson as permanent directors splitting the other 25 live assignments.

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EDITOR: Jerry Leichter

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(10)

NBC- 12:45-3:30pm EDT; SPECIAL; All-Star Baseball Game; LIVE from WRC-TV(Wash), 172 stations live. § Sponsor- Gillette Safety Razor Co thru Maxon, Inc. (Detroit); Acct Exec- William Laurie, Jr.; TV Acct Exec- Ed Wilhelm(NY); Comm Superv- Allen Hodshire. § Pkgr- NBC Sports Dept; other production info not available. § Commentators Mel Allen and Al Helfer describe the action in the annual All-Star Baseball Game, to be played this year at Griffith Stadium, Washington, D. C. The program pre-empts It Could Be You, 12:30-1pm EDT, Tennessee Ernie Ford Show, 2:30-3pm EDT, NBC Matinee Theatre, 3-4pm EDT, one day only.

Friday(13)

ABC- 10-10:30pm EDT; NET DEBUT; It's Polka Time; LIVE from WBKB(Chi), no. of stations indefinite. § Sponsor- Pabst Brewing Co thru Leo Burnett Co., Inc(Chi); V.P. & Acct Superv- Lester M. Malitz; TV Acct Rep- Chuck Strother. § Pkgr- ABC-TV(Chi); Prod & Dir- Dan Schuffman; Music Dir- Stan Wolowic. § Musical show featuring polka rhythms and European cultural-group dances and ballads, featuring Bruno "Junior" Zielinski as m.c., vocalist Carolyn DeZurik, Stan Wolowic and The Polka Chips instrumental group, and the Kanal Siodma Dancers. The program replaces Ethel and Albert (last show July 6) in this time spot. It's Polka Time has been seen locally in Chicago over WBKB since March.

NBC- 9-9:30pm EDT; RETURN; Best in Mystery; FILM from WRCA-TV(NY) & KRCA-TV(LA), 79 stations net, 9 kine, 6 delayed. § Alternate Week Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY); Acct Exec- William Spire; Comm Superv- Brooks Olms. 2) The Toni Company (White Rain, Bobbi) thru Tatham-Laird, Inc(Chi); Acct Exec- Joseph Perry. § Pkgr & Film Prod- Four Star Productions, Inc.; Films Dist by- Official Films, Inc(NY). § Re-runs of films originally seen over the CBS net as part of Four Star Playhouse; only those films starring Dick Powell in the role of Willie Dante, owner of a gambling house. The Best in Mystery program title was used previously for summer replacement films for The Big Story (last show July 6) in this time spot.

Saturday(14)

NBC- 5-5:30pm EDT; SPECIAL; The Monmouth Handicap; LIVE remote thru WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC Sports(NY); (Cont'd on next page)

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Saturday(14)

NBC- The Monmouth Handicap (Cont'd from previous page): Prod- Perry Smith; Dir- Harry Coyle. § Maurice Tobey describes the running of the $100,000-added Monmouth Handicap at Monmouth Park, Oceanport, N. J. Four-year-old top money winner Nashua and Needles, three-year-old winner of the Kentucky Derby and Belmont Stakes, are entered. The program is in open time.

Sunday(15)

ABC- 4-4:30pm EDT; DEBUT; Campaign Roundup; LIVE from various stations, various cities, coordinated thru WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC with Newsweek Magazine; Prod- ABC News; Dir- Marshall Diskin. § Weekly reports by ABC and Newsweek correspondents around the country on the latest pre-convention political trends in their home areas. Quincy Howe will moderate the regional pickups. The program is in open net time.

CBS- 4:30-5pm EDT; DEBUT; Bandwagon '56; LIVE & FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Public Affairs(NY); Prod- Bill Weinstein. § Series of programs covering the history of American politics, combined with the current political scene; including programs presenting highlights of the 1952 Presidential conventions, reports on the current issues and attitudes, origins and backgrounds of political parties and conventions and analyses of voters and their habits. Moderator of the series will be Robert Trout. Roy Meredith heads the series' research team. The program replaces Adventure (last show July 8) for the summer in this time spot.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- The Sunday Spectacular (Every 4th Sun, 7:30-9pm NYT); July 15; "The Bachelor," starring Hal March and Carol Haney (See page C for cast credits); Prod & Dir- Joe Cates; Assoc Prod- Ervin Drake; LIVE from WRCA-TV(NY); (COLOR).

OTHER NETWORK CHANGES & ADDITIONS

NBC- Meet the Champions (Fri, 10:45-11pm EDT) Last show June 29.

Down You Go (Sat, 7:30-8pm EDT) Bill Cullen became m.c., replacing Dr. Bergen Evans, effective June 30.

Comedy Time (Mon thru Fri, 5-5:30pm EDT) So This Is Hollywood replaces I Married Joan, effective July 9. The series was previously seen over the NBC net; last show Aug 19, 1955.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WBZ-TV(Ch 4) Boston - Saturday Hop; DEBUT July 7; Sat, 6-7pm EDT. Participations. Pkgr- WBZ-TV. Norm Prescott and Alan Dary are co-hosts for the program which will present top music talent, special features based on songs, a "snoopers club" period in which members of the studio audience quiz a visiting star, previews of Hollywood movies, games, quizzes and prizes. Freddy Guerra's orchestra will provide the music.

WBKB(Ch 7) Chicago - The Dan Belloc Show; DEBUT July 9; Mon, 8:30-9:30pm CDT. Music show featuring Dan Belloc and his orchestra, with vocalists Gini Patton and Eddie Allyn. The program replaces It's Polka Time, moving to Friday.

WBKB - The Ernie Simon Show; DEBUT July 9; Mon thru Fri, 11:15pm-12midnight CDT. Participations. Interviews with guests, telephone interviews and other features, starring Ernie Simon and a "girl Friday".

TALENT SHOWSHEET JULY 6 - JULY 15

Most of the shows on July 6, 7, 8 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday July 13. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings, below) are: Adventures of Rin-Tin-Tin, Armstrong Circle Theatre(kine), Crossroads, Crusader, DuPont Cavalcade Theatre, Ethel & Albert, Father Knows Best, Ford Theatre, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason, It's Always Jan, Life & Legend of Wyatt Earp, Life of Riley, Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Star Stage, Tales of the Texas Rangers, 20th Century-Fox Hour, The Vise(thru July), Warner Brothers Presents("Cheyenne" series), Jane Wyman, You Are There, Loretta Young Show, Alfred Hitchcock Presents.

FRIDAY JULY 6

Science Fiction Theatre	WRCA 7pm	Kill: The Phantom Car; Add: Signals from the Heart; re-run
MAMA	CBS 8pm	regulars & G. Albert Smith, Joseph Sullivan

SUNDAY JULY 8

LAMP UNTO MY FEET	CBS 10am	Sabbath - (O) Alvin Boretz; with Ed Asner, Joseph Leon, Shirley Blanc, Mary Xantho, Darryl Richard, Stevie Menninger; (SD); This script was presented earlier.
Look Up & Live	CBS 10:30am	Juan Mateo - (O) Father Albert Nevins; (special film featuring the Mateo family.)
CAMERA THREE (James Macandrew)	CBS 11:30am	The Far Side of Politics - (O) John McGiffert; with Marcel Hillaire, Staats Cotsworth, Ralph Dunn; (SD)
ADVENTURE	CBS 4:30pm	The Golden Age of Whaling - (O) Walter Fairservis; with Jarad Reed(balladier)(LAST SHOW)
STEVE ALLEN SHOW	NBC 8pm	Kill: Abe Burrows; Add: Jack Palance, Margaret Truman(S-C), Gogi Grant(S)

MONDAY JULY 9

GORDON MACRAE SHOW	NBC 7:30pm	with regulars & Jan Clayton(S)
Stage 7	WPIX 8pm	Across the Dust; with Lloyd Bridges, Walter Sande, Stephen Wooten; (also seen Thursday, WABD, 8pm)
TV Reader's Digest (Gene Raymond)	ABC 8pm	The Smuggler - (O) Joseph Phillips; (A) Arthur E. Orloff; with Bobby Driscoll, Dabbs Greer, Richard Loo, Keye Luke, Robert Osterloh
ERNIE KOVACS SHOW	NBC 8pm	with regulars & Ferrante & Teicher(M), Al Kelly(C)
VOICE OF FIRESTONE	ABC 8:30pm	Mildred Miller
Charlie Farrell Show	CBS 9pm	with regulars & Rodd Redwing, Michael Emmet; (SW&SD)
Medic (Richard Boone)	NBC 9pm	Till The Song is Done---Till The Dance Is Gone; with Carolyn Craig; (other credits unavailable)
VIC DAMONE SHOW	CBS 9:30pm	regulars & Dolores Gray(S), Rocky Graziano, Paul Newman
ROBERT MONTGOMERY SUMMER THEATRE	NBC 9:30pm	A Matter of Conscience - (O) Theodore & Mathilde Ferro; with Charles Drake, Mary K. Wells, Jan Miner, John Gibson, Sally Gracie, Nellie Burt, Jayne Heller, Michael Evans, Yolanta Pyka, Marguerite Lewis, Miranda Jones
STUDIO ONE SUMMER THEATRE	CBS 10pm	Song for a Summer Night - (O) Charles Garment; with Kenneth Utt, Herbert Nelson, Martin Rudy, Joan Chandler, Margaret Jeury, Bibi Osterwald, David Conant Ford, Edward Easty; (SD)
Douglas Fairbanks Rheingold Theatre	WRCA 10:30pm	The Way Home; with Mary Kerridge, Honor Blackman, William Franklyn

TALENT SHOWSHEET(more)

TUESDAY JULY 10

THIS IS SHOW BUSINESS	NBC 8:30pm	Panel: Abe Burrows, Betty & Jane Kean
Sneak Preview (Nelson Case)	NBC 9pm	Merry-Go-Round - (O) Ray Bradbury; with Barry Frohner;(other credits unavailable)
GE Summer Originals	ABC 9pm	Duel at Dawn; with James Mason, Scott Forbes, Pamela Kellino, Paul Cavanaugh, Bruce Lester, John Dodsworth, Judy Osborn; Dir - Roy Kellino
Big Town	NBC 10:30pm	Prison Riot; with regulars & Bartlett Robinson, Claude Atkins, Robert Burton, Stanley Adams, Jean Ingstrom, Ray Engel

WEDNESDAY JULY 11

Death Valley Days (Stanley Andrews)	WRCA 7pm	Which Side of the Fence; with Earle Hodgins, Hal K. Dawson, Richard Emory, Lyn Thomas, Keith Richards, James Seay, Sam Flint, Ferris Taylor, Ellye Marshall
Screen Directors Playhouse	ABC 9pm	White Corridors - (O)Helen & Frank Cooper; with Linda Darnell,John Bentley, Scott Forbes, Virginia Field, Pat Hitchcock, Pat Aherne, Gavin Muir; Dir - Ted Post
KRAFT TELEVISION THEATRE	NBC 9pm	The Long Arm - (O) George Faulkner; with John Ericson, Phyllis Love, Elizabeth Montgomery, Don Hanmer, Frank Overton, Cliff Hall, Michael Gorin; (SD)
EDDY ARNOLD SHOW	ABC 9:30pm	Anita Ellis(S)
INA RAY HUTTON	NBC 10:30pm	Yma Sumac(S)

THURSDAY JULY 12

Guy Lombardo	WRCA 7pm	The Mello Larks
Bob Cummings Show	CBS 8pm	Bob Meets Fonda's Sister; with regulars & Lola Albright
CLIMAX!	CBS 8:30pm	Fear is the Hunter - (O) Arthur Rowe; with Steve Cochran, Anne Bancroft, Albert Dekker; (SD)
STAR TONIGHT	ABC 9pm	The Coffee Shop Incident - (O) Howard Garland Sartin; with Loretta Leversee, Joe Maross, Bob Shawley, Val Avery, Essie Jane Coryal; Dir - James Lichtman
Four Star Playhouse	CBS 9:30pm	Yellowbelly - (O) W. Douglas Lansford; (A) Al C. Ward; with Frank Lovejoy, Bart Burns, Harry Lauter, Jeanette Nolan, Maxine Cooper, Nick Dennis, Louis Jean Heydt, Jim Hong, Jimmy Murphy, Johnny Wilder, Tim Johnson; (SD) Laszlo Benedek
ARTHUR MURRAY PARTY	CBS 10pm	Pearl Bailey,(Hank Bauer, Tommy Byrne, Bob Lemon, Al Rosen)
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	Sting in the Tail -(O) T.A.W. Purefoy; (A) Stanley Silverman; with Vincent Price, Mabel Albertson, Ellen Corby

FRIDAY JULY 13

Science Fiction Theatre	WRCA 7pm	The Long Sleep; re-run of 4/13/56
Combat Sargeant (Michael Thomas)	ABC 8pm	Mission to Mademoiselle; with regulars & Mauritz Hugo, House Peters, Jan Arvan, Jack George, Eddie Foster, Eilene Janssen, Larry Blake, Domenick Delgarde, Virginia Christine, Billy Wayne, Bert LeBaron, Morgan Jones, Harry Lang
Schlitz Playhouse	CBS 9:30pm	The Happy Sun - (O) Hugh Fosburgh; (A) William Bruckner;with Walter Brennan, Jack Mullaney, Kenneth Tobey, Clancy Cooper, Nancy Hadley; Dir - James Sheldon

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY JULY 6 - FRIDAY JULY 13

GARRY MOORE SHOW	CBS 10am	6/13 - Mickey Deems(C); Billy Gilbert(C)
SEARCH FOR TOMORROW	CBS 12:30pm	Delete Constance Ford from the permanent cast.
AS THE WORLD TURNS	CBS 1:30pm	Delete Helen Wagner from the permanent cast.
JOHNNY CARSON SHOW	CBS 2pm	Delete Laurie Carroll from the permanent cast.
NBC MATINEE THEATRE	NBC 3pm	7/9 - Class of '58 - (O) Louis Peterson; 7/10 - preempted; 7/11 - Marriage by the Millions - (O) George Lowther; 7/12 - Backfire - (O) Marc Brandel; 7/13 - The Bishop Misbehaves - (O) Frederick Jackson; (A) Kay Arthur
MODERN ROMANCES	NBC 4:45pm	7/9-7/13 - I'll Never Forget - (O) Harry W Junkin; with Muriel Kirkland, Staats Cotsworth, Patricia Bosworth, House Jameson
TONIGHT	NBC 11:30pm	7/9-10 - Host: Bill Cullen; Guests: 7/9 - Chris Connor(S), Alice Pearce(C); Cannonball Adderly & Quintet; 7/10 - Arlene Francis; Jonathan Winters(C), Chris Connor(S); 7/11 - Morgana King(S); 7/12 - Rosaria Morales(S-judo)

SATURDAY JULY 14

OZARK JUBILEE	ABC 7:30pm	Onie Wheeler(S)
JULIUS LA ROSA SHOW	NBC 8pm	Captain Kangaroo(Bob Keeshan), George DeWitt & the Mariners
STAGE SHOW	CBS 8:30pm	regulars & "Somethin' Smith" and the Redheads(S), Jay Jason (C)
RUSS MORGAN SHOW	CBS 9:30pm	Johnny Desmond(S),
Gunsmoke	CBS 10pm	with regulars & Maty Carver
Adventure Theatre (Paul Douglas)	NBC 10:30pm	The Thief of London - (O) Paul Tabori; with Jack Watling, Michael Ripper, Gene Anderson, Helene Cordet, Peter Gawthorpe

SUNDAY JULY 15

Telephone Time	CBS 6pm	The Key - (O) John Nesbitt; (A) Donald S. Sanford; with Beverly Washburn; (SD)
SUNDAY SPECTACULAR	NBC 7:30pm	The Bachelor - (O) Arnie Rosen, Coleman Jacoby; music & lyrics: Steve Allen; with Hal March, Carol Haney, Jayne Mansfield, Julie Wilson, Renzo Cesana, Georgiann Johnson, Raymond Bramley, Harry Holcombe; Prod-Dir - Joe Cates
ED SULLIVAN SHOW	CBS 8pm	Julie Andrews, Shirley Yamaguchi, Harold Lang(D), Joan Holloway(D), Wesson & Polk(C), The Iowa Highlanders(D)
THE ALCOA HOUR	NBC 9pm	County Fair Time - (O) Douglas Taylor; with Anthony Franciosa, Patricia Barry, Ruth McDevigg, Richard Morse, Ford Rainey, Guy Raymond; Dir - Robert Mulligan

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Playhouse 90, the Martin Manulis-produced CBS hour-and-a-half drama series debuting Oct 11, Thursdays, 9:30-11pm NYT, is out to make a name for itself in pre-production promotion. Mrs. Perle Mesta held a press conference yesterday (10) in Beverly Hills to announce that CBS had purchased the rights to her life story. The purchase was negotiated by Manulis who has assigned Speed Lamkin, novelist and screen writer, to do the script. CBS said that "this is believed to be the first instance in which the biography of a world-famous living celebrity has been presented on television before it appears as a play, motion picture, or in printed form" -- sort of reaching for distinction for an hour-and-a-half teleplay. Mrs. Mesta will appear as herself in the final scenes of the drama. (No mention is made in the CBS announcement about a little thing called "Call Me Madam" which had some resemblance to the diplomatic portions of Mrs. Mesta's life).....Playhouse 90 will debut with a production of "Forbidden Area," Pat Frank's novel about counter-espionage and atomic warfare, adapted for TV by Rod Serling, to be directed by John Frankenheimer. Also on the future agenda are dramatizations of Maxwell Anderson's "Star Wagon," and John P. Marquand's "Sincerely, Willis Wayde".

CBS will replace The Gene Autry Show next Saturday, 7-7:30pm EDT, with a new sports show.....The Dick Powell-Zane Grey Theatre is the formal title for the new film series starting Oct 5, Fridays, 8:30-9pm NYT, over CBS for Instant Maxwell House Coffee. Benton & Bowles, agency for the General Foods product, will supervise production of the show. Powell will be the weekly host and will also star in some of the films.....One of Screen Gem's network sales for the fall is Western Hour Theatre which will move into the NBC Saturday schedule on Sept 15, 12noon-1pm EDT. The films are made up from pre-1948 Charles Starrett westerns.....Donald Woods very quietly and suddenly has replaced Allyn Edwards as host and commercial conductor on ABC's Afternoon Film Festival, starting July 16 and on Sunday's Famous Film Festival on July 22. The story is that ABC execs wanted a more "forceful" and better-known personality to handle the shows, which is as good a reason as any.

Talent Scouts will be produced by Gil Rodin when Bob Crosby takes over as m.c. for Godfrey beginning Aug 20, running thru Sept 10. Jack Meyers will be associate producer for the temporarily-based Hollywood show which will be directed by Ben Tompkins.....The Jack Benny Show will return to CBS on Sept 23, Sundays, 7:30-8pm EDT. Private Secretary will return with new films for the 1956-57 season on Sept 9 and 16 and then alternate with Benny thru the season. Re-runs of the latter show currently fill the time spot.

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Best Foods (Mayonnaise, Nucoa) thru Dancer-Fitzgerald-Sample, Inc(NY), is sponsoring My Favorite Husband for 13 weeks over KNXT(LA), starting last night (10) 10-10:30pm PDT; after which Our Miss Brooks will move into the spot for 39 weeks. It brings up an oddity about the CBS net. Because of the time delays and some programs originating in New York being seen via microwave on the coast, evening hours that would be network in New York are available for local and regional sponsorships on the coast. The same doesn't hold true for ABC and NBC since both are heavy users of kine and quick kine repeats. When CBS gets its new video tape recorders they will not necessarily cause a re-alignment in schedules to conform to Eastern times of program presentation, but rather will eliminate the use of kines in the repeats that are on the schedule. CBS, which ends its network shows at 11pm every night in the Eastern time zone, ends its net day at 10:30pm on Sunday on the West Coast, at 10pm on Monday thru Thursday, and 10:30pm on Friday and Saturday. NBC's weekday programming ends at 1am with Tonight in the East and at 12:30am with a quick kine of the same program in the West, but earlier its regular programs end at 11pm for the usual news and other local fills, except for Monday and Friday. Monday the evening hour programmming ends at 10:30pm and on Friday at 10pm. ABC, which is now a heavy user of kines transmitted to Midwestern and Western zones from Chicago, can't be used as a comparison because of its many co-op shows in late hours on the net.

Tic Tac Dough, a new Barry and Enright audience participation-quiz package, with Jack Barry as m.c., goes to NBC in the Monday thru Friday, 12noon-12:30pm EDT time on July 30, currently occupied by Feather Your Nest. The program is based on a variation of the familiar game of tick-tack-toe.....The Ernie Kovacs Show, daytime version, Mondays thru Fridays, 10:30-11am EDT, will go off the air after its July 27 program, with future plans depending on Kovacs' future in NBC's evening schedule for the fall.....Art Linkletter, on the basis of his success with House Party on CBS and as host of many specs on NBC, is the latest personality who wants to branch out with a regular nighttime show, probably for the 1957-58 season, with a possible summer test next year.....Mel Epstein will be one of the TCF producers on the new Broken Arrow series to be sponsored by General Electric over ABC, Tuesdays, 9-9:30pm NYT, starting in the fall. John Lupton will star.....The Canadian Broadcasting Co is involved in a ticklish project in its backing of the television film series, The Last of the Mohicans, to be filmed by the CBC with Normandie Productions, Ltd., and to be distributed outside of Canada by Television Programs of America. Leon Fromkess of TPA is exec producer. The James Fenimore Cooper novel is set during the French and Indian War and there could be some sharp differences of opinion about the TV treatment that will be given to the historical novel. John Hart will play Hawkeye and Lon Chaney will be Chingachgook.

PEOPLE GOING PLACES: Albert Odeal appointed to the new post of director of film for WRCA-TV(NY) to supervise all film purchases. He will also advise other NBC o-and-o stations.....Nox Lempert named production manager for Guild Films Commercials Division.....George Vickery, public service director, WTVJ(Miami) added duties as publicity director for the station.

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EDITOR: Jerry Leichter

WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(16)

ABC- 7:30-8pm EDT; DEBUT; Bold Journey; FILM from WABC-TV(NY) & KABC-TV(LA), no. of stations indefinite. § Sponsor- Ralston Purina Co (Wheat & Rice Chex, Instant & Regular Ralston, Ry-Krisp) thru Guild, Bascom & Bonfigli, Inc(San Fran); Acct Exec- Ernest J. Hodges. § Pkgr & Film Prod- Advenco Productions, Inc., Hollywood, Calif.; Prod- Julian Lesser; various photographers and crews. § John Stephenson is host for the filmed travels and adventures of non-professional explorers, scientists or sportsmen, filmed and narrated by the travelers themselves. Stephenson also interviews the person whose adventure is programmed each week. The program replaces Twilight Theatre (last show July 9).

Tuesday(17)

NBC- 7:30-7:45pm EDT, Tue & Thu; DEBUT; Chevrolet on Broadway; LIVE from WRCA-TV(NY), 83 stations live, 8 kine. § Sponsor- Chevrolet Motor Div, GMC, thru Campbell-Ewald Co., Inc(Detroit); Acct Exec- Colin Campbell; Acct Rep- Paul Lee(NY). § Pkgr- Wilton Productions with Snooky Lanson(NY); Prod & Writer- Gordon Auchincloss; Dir- David Lowe; Music Dir- Hal Hastings; Sets- Bill Moore. § Snooky Lanson is singing star of an informal quarter-hour of pop tunes and nostalgic old favorites; with the The Mello-Larks (Tommy Hamm, Joe Eich, Bob Wollter, Miss Jamie Dina). Lanson will be seen on Tuesdays, July 17, 24 and 31, with Frankie Carle taking over beginning Aug 7 thru Sept 11. Lanson will star on the Thursday program thru Sept 13. The program is the summer replacement for The Dinah Shore Show (last show July 12).

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- Grand Ole Opry (Every 4th Sat, 8-9pm EDT) July 21; LIVE from WSM-TV(Nashville); Marguerite Piazza is the popular guest star.

CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Dotty Mack Show (Mon, 8-8:30pm EDT) New day and time, effective July 16. The program has been seen Thursdays, 10-10:30pm EDT. In its new time it replaces TV Reader's Digest (last show July 9), and is replaced in its Thursday spot by a network sustaining film series.

OTHER NET CHANGES(More)

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ABC- Afternoon Film Festival (Mon thru Fri, 3-5pm EDT) and Famous Film Festival (Sun, 7:30-9pm EDT) Donald Woods is the new host, effective July 16 for the weekday program and July 22 for the Sunday program, replacing Allyn Edwards.

Gabby Hayes Show (Sat, 5:30-6pm EDT) Last show July 14.

CBS- Saturday's Sports Mirror; DEBUT July 14; Sat, 7-7:30pm EDT; LIVE from WCBS-TV (NY), to the net. § Sustaining, open. § Pkgr- CBS Sports(NY); Prod- Jim Dolan; Dir- Vern Diamond. § Sportscasters Jack Drees and Bill Hickey report the latest scores and welcome sports personalities on the program. The program will also include live pickups, kines or films of highlights of sports events. The program replaces the Gene Autry Show (last show July 7).

NBC- Meet the Champions; RETURN July 21; Sat, 6:45-7pm EDT; LIVE from WRCA-TV(NY), no. of stations not available. § Sponsor- Bayuk Cigars, Inc (Phillies, Webster Cigars) thru Al Paul Lefton, Inc(Phila); Acct Exec- Winslow Martin; Agcy Superv- Paul Brown; Comm Superv- Jack Creamer; Comm Anncr- Jack Lescoulie. § Pkgr- NBC-TV(NY); Prod & Dir- Marshall Stone; Writers- Barney Nagler, Roy Silver. § Jack Lescouli interviews prominent personalities in the world of sports. Program had previously been seen Fridays, approx 10:45-11pm, over a limited N.Y. State network; with the last show in that time spot on June 29. The new spot is open time over a limited net.

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MAJOR LOCAL DEBUTS & HIGHLIGHTS

WABD(Ch 5) New York - Freddie the Fireman; DEBUT July 16; Mon thru Fri, 12noon-1pm EDT. Sponsor- (half) Darling Toy Stores thru The Getschal Co., Inc(NY). Pkgr- Twig Production; Prod- Budd Getschal; Dir- Lee Polk. Ed McCurdy stars as "Freddie," dressed in a fireman's uniform, accompanied by several inanimate characters; presenting cartoons and songs and stories by McCurdy.

WCBS-TV(Ch 2)- New York - Read and Go Seek; DEBUT July 21; Sat, 8:30-9am EDT, for 8 weeks. Sustaining, public service. Pkgr & Prod- WCBS-TV Public Affairs with the NYC Board of Education; Assoc Prod- Jerry Solars(BofE); Dir- Neal Finn. Quiz discussion show, with Jerry Solars as host and guest panelists who are public school students; format built around specific themes or areas in young people's literature. Questions will be presented as dramatizations, songs, etc. Program is an eight-week summer replacement for On the Carousel (Sat, 8:30-9:30am), see following.

WCBS-TV - To Build a Nation; DEBUT July 21; Sat, 9-9:30am EDT, for 8 weeks. Sustaining, public service. Pkgr & Prod- WCBS-TV Public Affairs with the NYC Board of Education; Assoc Prod- Florence Monroe(BofE); Dir- Robert Goodman. Actor Cameron Andrews is featured as storyteller Adam Friendly, with the story of the growth of the U. S. in terms of a re-creation of the professions, occupations and people who have made it great. The program is the second half-hour replacement for On the Carousel (see above listing).

WRCA-TV(Ch 4)- New York - All About Men and All About Women; DEBUT July 16; Mon thru Fri, 1:30-2pm and 2-2:30pm EDT. Sustaining. Pkgr- WRCA-TV; Exec Prod- Steve Krantz; Prod- Richard D. Heffner; Assoc Prod- Robert Carlisle. Panel shows with interviews, with Harriet Van Horne and Richard D. Heffner as hosts for both programs. Both will discuss subjects with guests, keyed to the titles of the two programs. The programs are summer replacements for Jinx's Diary, 1:30-2pm, and The Richard Willis Show, 2-2:30pm EDT.

WGN-TV(Ch 9) - Chicago - George Rank Show; DEBUT July 12; Thu, 8:30-9pm CDT. Production information not available. Music show with George Rank and an 11-piece orch, with The Lassies trio and vocalists Jonnie Jones, Rank and Charles Kray.

[illegible]

TALENT SHOWSHEET JULY 13 - JULY 22

Most of the shows on July 13, 14, 15 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday July 20. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic(C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings, below) are: Adventures of Rin-Tin-Tin, Armstrong Circle Theatre (kine), Big Town, Crossroads, Crusader, DuPont Cavalcade Theatre, Father Knows Best, Ford Theatre, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason, Alfred Hitchcock Presents, It's Always Jan, Life & Legend of Wyatt Earp, Life of Riley, Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Star Stage, Tales of the Texas Rangers, 20th Century-Fox Hour, The Vise (thru July), Warner Brothers Presents ("Cheyenne" series), Jane Wyman, You Are There, Loretta Young Show, Alfred Hitchcock Presents, Bob Cummings Show.

SATURDAY JULY 14

JULIUS LA ROSA SHOW	NBC 8pm	Add: Georgia Gibbs(S), Four Evans(D)

SUNDAY JULY 15

LAMP UNTO MY FEET	CBS 10am	Bible Readings; with Bramwell Fletcher
Look Up & Live	CBS 10:30am	We Believe - (O) Father James J. McQuade; with McQuade
CAMERA THREE	CBS 11:30am	Ladies' and Gentlemen's Glossary for Conventions - (O) John McGiffert; with Jack Orrison, Bram Nossen
ED SULLIVAN SHOW	CBS 8pm	Add:(film) Bing Crosby, Frank Sinatra, Louis Armstrong
GOODYEAR PLAYHOUSE	NBC 9pm	Correct listing; previously listed as ALCOA HOUR

MONDAY JULY 16

Passport to Danger (Cesar Romero)	WABD 7:30pm	Rio de Janiero; with Fay Wall, Ernest Sarracino, Tol Avery
Stage 7	WPIX 8pm	Cold Harbor - (O) James Lee Barrett; with John Ericson; Dir - Peter Godfrey; also seen Thu WABD, 8pm
ERNIE KOVACS SHOW	NBC 8pm	regulars & The Treniers(M); Nairobi Trio (maybe)
VOICE OF FIRESTONE	ABC 8:30pm	Thomas L. Thomas
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	with Tom O'Horgan(M-S), Judy Bush (S), The House Brothers (S); (SD)
Charlie Farrell Show	CBS 9pm	regulars & Joan Banks, Mary Webster, Jeff Silver
Medic	NBC 9pm	Candle of Hope - re-run of 11/7/55
VIC DAMONE SHOW	CBS 9:30pm	with Roberta Sherwood(S), Bambi Linn & Rod Alexander(D), Morty Gunty(C)
ROBERT MONTGOMERY SUMMER THEATRE	NBC 9:30pm	Day of Grace - (O)A.C. Spectorsky; (A) Doria Folliott; with Charles Drake, Mary K.Wells, Jan Miner, John Gibson, Earl Hammond, Harry Bannister, Ralph Bunker, Frank Dana, Maurice Shroag, Robert Crozier, Frank Blair, Fred Collins, Aileen Poe, Nellie Malcolm, Dennis Kohler
STUDIO ONE SUMMER THEATRE	CBS 10pm	Emmaline - (O) Richard DeRoy; with Deirdre Owens, Alexander Scourby, Jan Farrand, Laurence Hugo, John Reese, Madeline Clive; Dir - Tom Donovan
Douglas Fairbanks Presents	WRCA 10:30pm	No Samples - re-run of 2/27/56

TALENT SHOWSHEET(more)

TUESDAY JULY 17

THIS IS SHOW BUSINESS	NBC 8:30pm	Panel: Abe Burrows, Walter Slezak, Jackie Susann
Sneak Preview (Nelson Case)	NBC 9pm	One Minute from Broadway; with Brian Aherne, John Carradine
GE Summer Originsls	ABC 9pm	Country Store; with Joe E. Brown; Dir - Abby Berlin; (other information unavailable).
KAISER ALUMINUM HOUR	NBC 9:30pm	Man on a White Horse - (O) Bruce Geller; with James Barton, Barton MacLane, Andrew Duggan, Van Dyke Parks, Audra Lindley, Lonnie Chapman, Paul Mazurski, Gerry Matthews, Richard Sheppard, P.J. Kelly, Cliff Hall; Prod-Dir - Fielder Cook

WEDNESDAY JULY 18

Death Valley Days (Stanley Andrews)	WRCA 7pm	Lotta Crabtree; with Sharon Baird, Gloria Fean, Kay Stewart, Mark Bennett, Yvonne Cross, Paul Weber, Tom Ellis, Bruce Payne, Robert Paquin, Heenan Elliott, Lyle Talbot; (SD)
Screen Directors Playhouse	ABC 9pm	The Carroll Formula - (O) John L. Greene; with Michael Wilding, Havis Davenport, Steven Geray, Roy Roberts, Donald Barry, Donald MacBride, Howard McNear, Peter Whitney, Jerome Landfield; Dir - Tay Garnett
KRAFT TV THEATRE	NBC 9pm	Babies For Sale - (O) Norman Katkov; with Leora Dana, Paul Langton, Kathleen Murray, Russell Hardie, Allen Collins, Kathleen Comegys, William A. Lee; (SD) Alan Anderson
EDDY ARNOLD SHOW	ABC 9:30pm	regulars & Betty Johnson(S)
US STEEL HOUR	CBS 10pm	The Partners - (O) Bernard C. Schoenfeld; with Luther Adler, Virginia Vincent, Mark Richman, Robinson Hayes, Miriam Phillips, Ben Hammer, Marion Brash, Rudolph Weiss, Jim Boles, Matt Crowley
INA RAY HUTTON SHOW	NBC 10:30pm	regulars & The King Sisters(S)

THURSDAY JULY 19

Guy Lombardo	WRCA 7pm	Toni Arden(S)
CLIMAX!	CBS 8:30pm	Fury at Dawn - (O) James Joseph, (A) John McGreevey; with Howard Duff, Jeff Morrow, Marilyn Erskine, Henry Jones, John Hudson, Mary Anderson; Dir - Ralph Nelson
STAR TONIGHT	ABC 9pm	The Blood Call - (O) Robert L. Ripley (taken from "Believe It or Not"); (A) Staff; with Michael Ingram, Lisa Daniels, Pamela Simpson, Norman Barrs, David Stewart, Stanley Lemin, John Mackwood, James Neylin, Sybil Baker, Tom Martin; Dir - Richard Dunlap
Four Star Playhouse	CBS 9:30pm	The Stand-In - (O) Ida Lupino; (A) Frederic Brady; with Lupino, Virginia Field, John Harding, James Nolan, Paul Bryar, George Eldredge, Herb Vigran, William Swan, Gil Frye, Don Ross; (SD) Richard Kinon
ARTHUR MURRAY PARTY	CBS 10pm	Georgia Gibbs(S)
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	No One to Cry With - (O) Betty Ulius; with Marguerite Chapman, John Bentley, Constance Ford; (SD)

FRIDAY JULY 20

Science Fiction Theatre	WRCA 7pm	The Phantom Car; with Judith Ames, John Archer
Combat Sergeant (Michael Thomas)	ABC 8pm	Destined For Death; with regulars & James Bell, Harry Harvey, Jr, Tony Garsen, Roger McGee, Paul J. McGuire, John Eldredge, Van Des Autels, Nicky Blair, Kurt Martell, Peter Bourne, Don Rockland, Edwin Rand
Schlitz Playhouse	CBS 9:30pm	Bank Mouse; with Joan Caulfield, Betty Caulfield, Jon Sheppod

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY JULY 13 - FRIDAY JULY 20

GARRY MOORE SHOW	CBS 10am	7/19 - Eli Mintz; 7/20 - Pete Marshall, Tom Farrell(C)
ERNIE KOVACS SHOW	NBC 10:30am	7/18 - Bunny Shauker(M); 7/19 Mrs. Archie Koty(M)
NBC MATINEE THEATRE	NBC 3pm	7/16 - The Remittance Man - (O) James Elward; 7/17 - Beg, Borrow or Steal - (O) Jay Presson (script originally used 11/28/54 on Philco Television Playhouse); 7/18 - The Summer Pavilion - (O) Gore Vidal; (script originally used 5/2/55 on Studio One); 7/19 - The Feast - (O) Margaret Kennedy; (A) H.R. Hays;(script originally used 5/7/50 on Philco Television Playhouse); 7/20 - The Full Rich Life - (O) Vina Delmar
MODERN ROMANCES	NBC 4:45pm	Miss M.D. - (O) Mathilde & Theodore Ferro; with John D. Seymour, June Dayton, Ross Martin, Harry Worth
TONIGHT	NBC 11:30pm	7/16-17 - Host: "Jazzbo" Collins; Guests: 7/16 - George Shearing Quintet; Art Lund(S), Marta Lathum(animal trainer); "Nostradamus"(fortunes); 7/17 - Julie Wilson(S), Cliff Norton(C), Roy Eldridge & Quintet; Carole Bennett(S); 7/18 - Willie "The Lion" Smith (M), Estelle Stevens; 7/19 - Chita Rivera(D); 7/20 - Rosaria Morales(S-judo)

SATURDAY JULY 21

OZARK JUNIOR JUBILEE	ABC 7:30pm	Smiley Burnette(S), Libby Horne(S), Brenda Lee(S),Bucky Wilkin(M)
Grand Ole Opry	ABC 8pm	Marguerite Piazza(S)
JULIUS LA ROSA SHOW	NBC 8pm	Francis Brunn(juggler), Milton Q. Ford, Frances the Parrot, Gautier Steeple Chase(animal act)
STAGE SHOW	CBS 8:30pm	regulars & Dick Haymes, Henny Youngman(C), Sister Rosetta Tharpe(S)
RUSS MORGAN SHOW	CBS 9:30pm	Guy Mitchell(S)

SUNDAY JULY 22

Telephone Time	CBS 6pm	Grandpa Changes the World - (O&A) John Nesbitt; with Thomas Mitchell, Reginald Denny, Barney Williams; (SD)
Frontier	NBC 7:30pm	The Big Dry - re-run
ED SULLIVAN SHOW	CBS 8pm	Ames Brothers(S), Ted Lewis(M), T.C. Jones(impersonator), Elaine Malbin(S), Larry Daniels(C), The Fredonias(acro);(SD)
STEVE ALLEN SHOW	NBC 8pm	Buddy Hackett(C), The Four Lads(S), Judy Holliday, Count Basie(M)
ALCOA HOUR	NBC 9pm	Sister - (O) Sidney Carroll; (A) William Templeton; with Gladys Cooper, Cathleen Nesbitt, Guy Spaull, Ethel Owen;(SD)

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EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Billy Goodheart, who conceived NBC's new morning live music radio program with its half hour of TV simulcast (Mon thru Fri, 10:30-11am EDT), will control the musical approach of the show since he's booking the bands. Producer is Tom Naud, with Max Miller directing. Bert Parks is permanent m.c., with Johnny Mercer as the first week's "Mr. Music" guest, starting with the July 30 debut. The first week's band lineup for the full two hours on radio will include the Guy Lombardo and Dorsey Brothers orchestras originating in the NBC studios in New York, Wayne King in Los Angeles and Freddy Martin in Chicago. The TV half-hour will feature only the band units in New York in the studio. During the first week, the Guy Lombardo group will be seen on TV on Monday, Wednesday and Friday, with the Dorsey Brothers seen on Tuesday and Thursday. Studio limitations make it impossible to present both bands on TV during the same half-hour.

Ed Sullivan flies to England today (18) to film interviews for his CBS show and, according to the N. Y. World-Telegram & Sun yesterday, to make arrangements with Ingrid Bergman to appear on the Sullivan show "live" in the fall when she she plans to visit the U. S. for the first time in seven and a half years. Jack Paar will m.c. the July 22 Sullivan program with the columnist returning for his show of July 29.... ....UPA's award-winning cartoon character, Gerald McBoing-Boing, will be the m.c. of the half-hour cartoon series being produced by UPA for a fall CBS debut. Producer Robert Cannon is preparing three to six minute segments featuring Gerald.....NBC already has the first members of a production crew in Southeast Asia working on an hour-and-a-half color film, "Assignment: Southeast Asia." Robert Graff will produce and direct, using in the two camera-and-sound crews many of the technicians who worked on last season's "Assignment India." Filming will be concentrated in Indonesia and Thailand, with additional filming in Burma, Malaya, Vietnam and Cambodia. Plans call for the completed record to be shown as part of NBC's projected Sunday afternoon series on current history, Telescope.

Westinghouse Electric Corp will sponsor an eight-week political debate series over CBS, called Pick the Winner, Wednesdays, 7:30-8pm EDT, from Sept 12 thru Oct 31. Four of the programs will have outstanding personalities of the Democratic and Republican parties debating against each other, while the four other programs will be news conference types of programs with party spokesmen being interviewed by top political writers. The program, to be produced by Ted Ayers, is similar to one presented during the 1952 campaign period.

 (MORE)

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Desilu is parlaying its film work in San Francisco for two series for the fall, with the new CBS series The Brothers scheduled for a San Francisco background. Just as with The Lineup, on which Desilu also does the production, street and outdoor scenes will be filmed in San Francisco, with all interior production done in Hollywood. The Brothers, to be sponsored by W. A. Sheaffer Pen Co and Procter & Gamble over CBS, Tuesdays, 8:30-9pm NYT, starting October 2, will co-star Gale Gordon and Bob Sweeney as two brothers who operate a photo studio. Romantic interest will be supplied by Ann Morriss and Nancy Hadley, with other featured members of the cast including Frank Orth, Oliver Blake, Mary Lansing, Rodney Bell and David Orrick. The Brothers will be produced by Ed Feldman, directed by Hy Averback and written by William Davenport.

KNXT, the CBS station in LA, is giving up its Sunday morning and afternoon schedule on July 29 for a ten-hour telethon for Multiple Sclerosis, the third to be presented by the station. By eliminating the "all night" problem, the station feels it can pack big names into a faster moving production between the hours of 7am and 5pm.....There was more than just a deletion of a line about Cole Porter making "his first appearance on television" in the CBS releases about "The Cole Porter Festival" opening the second season of Ford Star Jubilee on Oct 6. The first announcement was corrected to mention that Porter made his debut on Toast of the Town on Feb 24, 1952, and again appeared on March 2, as performer and director. A paragraph from the original release that was not repeated in the changed version quoted Ford Star Jubilee executive producer Jack Rayel as saying that the structure of the "Festival" show would "avoid the tribute technique. We will offer the best of Cole Porter's compositions in a highly stylized revue." The original Porter appearance on Toast of the Town was a "tribute." The Oct 6 program will originate in Hollywood.....Elvis Presley will make his first much-publicized appearance on The Ed Sullivan Show on Sept 9, with two more appearances slated for approximately eight-week intervals.

KRCA, NBC's Hollywood outlet, will up its color telecasting schedule starting about Dec 1 when the station will put two RCA color camera chains and one film chain into operation for local live and film programming.....Warner Bros. is making its production and animation facilities at Burbank available for the production of TV film commercials thru a new dept in its TV production division.....Former personnel of Storyboard, Inc., in Hollywood have formed a new commercial production firm called Quartet Films, Inc., at 8480 Melrose Ave., Hollywood, with Arthur Babbitt as president. Storyboard is now operating exclusively in New York.....CBS' Air Power film series will form the longest You Are There program yet presented, since the aviation films will run for 26 weeks as a special presentation of You Are There. Walter Cronkite as narrator of both is the only actual connection in the "format" of the two programs. Perry Wolff produced Air Power, with James Faichney as associate producer. .....The Herb Shriner Show is now set to debut over CBS on Oct 2, Tuesdays, 9-9:30pm EDT, sponsored by Pharmaceuticals, Inc., thru Edward Kletter Associates, Inc..... Giant Step, a new Louis G. Cowan, Inc., quiz program for youngsters and teen-agers, starts on CBS on Nov 7, Wednesdays, 7:30-8pm EST.

AGENCIES AND ACCOUNTS: Gibson Refrigerator Co named Dancer-Fitzgerald-Sample, Inc(Chi) to handle its account.

PEOPLE GOING PLACES: James Fleming named producer of Good Morning with Will Rogers, Jr., at CBS, succeeding Michael Sklar who has been assigned to develop a new series.....Carl Beier has been named producer of CBS' Look up and Live, succeeding Ted Sack who becomes associate producer of Adventure on a special project. Shelby Gordon, former Adventure associate producer, is working on a new program.....George Bilson named to head a new dept for development of new program ideas at Briskin Productions (Screen Gems), Hollywood.....H. Wynn Bussman named public relations director, broadcast division, A. C. Nielsen Co., in Chicago.....Joseph Forest named v.p. in charge of TV commercials, William Esty Co., Inc(NY).

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(23)

CBS- 10-10:30am EDT, Mon thru Thu, 10-11:30am EDT, Fri; DEBUT; Of All Things; LIVE from WCBS-TV(NY), 67 stations live, 15 kine. § Segment sponsors; same as for The Garry Moore Show (See Program Analyses, page 5, July 15, 1956). § Pkgr- CBS-TV(NY); Prod- Byron Paul; Dirs- Ken Whelan(two weeks), Clarence Schimmel(four weeks); Music Dir- Billy Clifton; Prod Anncr- Del Sharbutt; Writers- Virginia Schone, Lois Peyser, Hank Miles, Chuck Horner, Charles Slocum. § Faye Emerson is star of this six-week replacement for The Garry Moore Show; with vocalists Jack Haskell and Ilene Woods. The program will follow the general variety and guest format of the Moore program, with some seasonal innovations. Miss Emerson will present news of interest to women, plus book, fashion and play information. The Garry Moore Show (last show July 20) will return from vacation Sept 3.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm NYT) July 23; "Rosalinda," starring Cyril Ritchard (see Page A for other credits); Prod- Edwin Lester (for the Los Angeles and San Francisco Light Opera Assn's 1956 production); Dir- Bob Banner; LIVE from KRCA-TV(LA); (COLOR).

OTHER NETWORK CHANGES & ADDITIONS

CBS Arthur Godfrey Time (Mon thru Thu, 10-10:30am EDT); Talent Scouts (Mon, 8:30-9pm EDT); Arthur Godfrey Show (Wed, 8-9pm EDT) All shows originate from Cheyenne, Wyoming, during the week of July 23.

(CTPN) Harry Owens Show (Thu, 10-10:30pm PDT) Last show July 19.

NBC- Down You Go (Sat, 7:30-8pm EDT) Add Jayne Mansfield as panelist, effective July 21; others are Arthur Treacher, Hildy Parks and Jimmy Nelson.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

KNXT(Ch 2) Los Angeles - Multiple Sclerosis Telethon; SPECIAL July 29; Sun, 7am-5pm PDT. Production info not available. Jack Webb and Ben Alexander m.c. the telethon, with top motion picture, television and radio stars appearing.

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TALENT SHOWSHEET JULY 20 - JULY 29

Most of the shows on July 20, 21, 22 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday July 20. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic(C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are reruns, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings, below) are: Adventures of Rin-Tin-Tin, Armstrong Circle Theatre (kine), Big Town, Crossroads, Crusader, Bob Cummings Show, DuPont Cavalcade Theatre, Father Knows Best, Ford Theatre, Fury, Captain Gallant of the Foreign Legion. Jackie Gleason Show, Alfred Hitchcock Presents, Life and Legend of Wyatt Earp, Life of Riley, The Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Star Stage, Tales of the Texas Rangers, 20th Century-Fox Hour, The Vise (thru July), Warner Brothers Presents ("Cheyenne" series), Jane Wyman, You Are There

FRIDAY JULY 20

I Spy (Raymond Massey)	WABD 7:30pm	The Green Coat; with Massey, Felix Debank, Peter Pagan

SATURDAY JULY 21

JULIUS LA ROSA SHOW	NBC 8pm	Add: Pat Henning(C)

SUNDAY JULY 22

LAMP UNTO MY FEET	CBS 10am	Puppets & People - (O) Robert Higgins; with Bambi Linn, Rod Alexander, Kurt Kasznar
LOOK UP & LIVE	CBS 10:30am	Bernie Becomes a Nun - (O) Sister Maria Del Rey
CAMERA THREE	CBS 11:30am	Stanislavsky & the Actor - (O) John McGiffert; with Gerald Hiken, Alfred Ryder, Lori March, Luther Adler, Peggy McCay, Mary Perry, Shirley Gale, Alexander Clark; (SD)
ED SULLIVAN SHOW	CBS 8pm	Add: Jack Paar: Host

MONDAY JULY 23

Passport to Danger (Cesar Romero)	WABD 7:30pm	Helsinki - (O) Leonard Heideman; with Gladys Holland, John Miljan, Kurt Kruger, Steven Geray, Otto Waldis, Olan Soule, Bette Arlen, William Yetter, Henry Rowland, Otto Reichow; Dir - Frank McDonald
Stage 7	WPIX 8pm	Crisis in Kansas; with Angela Lansbury;(also Thu WABD 8pm)
PRODUCERS' SHOWCASE	NBC 8pm	Rosalinda - (O) Gottfried Reinhardt, John Meehan, Jr (from Max Reinhardt-Erich Korngold version of "Die Fledermaus"); (A) Sid Kuller; with Cyril Ritchard, Jean Fenn, Lois Hunt, Robert Wright, Thomas Hayward, Sig Arno, Ralph Dumke, Herb Wiere, Sylvester Wiere, Harry Wiere, Susan Luckey, Sally Blyth, Roy Fitzell; Music - Johann Strauss; Lyrics - Paul Kerby; Dir - Bob Banner
VOICE OF FIRESTONE	ABC 8:30pm	Rose Byrum, Maria Ferriero, Carlotta Ordassy
Charlie Farrell Show	CBS 9pm	with regulars & Irene Henry, Sherry Jackson, Joyce Sellers, Phyllis Applegate, Jeff Silver, Jerry Riggio; (SW) John L. Greene; (SD)
VIC DAMONE SHOW	CBS 9:30pm	with regulars & Lilo, Jan Murray(C)
ROBERT MONTGOMERY SUMMER THEATRE	NBC 9:30pm	Catch a Falling Star - (O) David Levy; with Charles Drake, Mary K. Wells, Elizabeth Montgomery, Jan Miner, Tom Middleton, John Gibson, Sam Gray, Catherin Shaw, Tom Gorman, Page Johnson, Anthony Messuri, Honey Merrill, Judy O'Keeffe; (SD)

MONDAY JULY 23(Cont'd)

STUDIO ONE SUMMER THEATRE	CBS 10pm	An Incident of Love - (O) William T. Bode; with Jack Lord, Lois Nettleton, Katherine Squire, Michael Strong, Ruth McDevitt, Billy Quinn, Jimmy Rogers; (SD)
Douglas Fairbanks	WRCA 10:30pm	Mr. Purley's Profession; with Roland Culver, Jane Baxter, Leslie Perrins

TUESDAY JULY 24

THE CHEVY SHOW	NBC 8pm	with Fred Waring and the Pennsylvanians, & M'Kay & Charles (D); (SW) Jack Dolph
Sneak Preview (Nelson Case)	NBC 9pm	Real George; with George O'Hanlon, Ray Collins
GE Summer Originals	ABC 9pm	The Unwilling Witness; with Zachary Scott, Frances Rafferty

WEDNESDAY JULY 25

Death Valley Days (Stanley Andrews)	WRCA 7pm	11,000 Miners Can't Be Wrong; with William Boyett, Claudia Barrett, Bill Kennedy, Leonard Penn, Gordon Barnes, Connie Dezon, I. Stanford Jolley, Jack O'Shea, Keith Richards, John Daly, Michael Vallon
Screen Directors Playhouse	ABC 9pm	Apples on the Lilac Tree - (O) Phil Shuken, Lee Loeb; with Joan Caulfield, Macdonald Carey, Eleanor Audley, Edgar Stehli, John Archer
KRAFT TELEVISION THEATRE	NBC 9pm	Prairie Night - (O) John Gay; with Victor Jory, Martha Scott, Robert Simon, Charles Mendick, Jared Reed, Will Hare, Jimmy Sommer, Aina Niemela
EDDY ARNOLD SHOW	ABC 9:30pm	with regulars & The Diamonds(S)
INA RAY HUTTON SHOW	NBC 10:30pm	Gogi Grant(S)

THURSDAY JULY 26

Guy Lombardo	WRCA 7pm	Elise Rhodes(S)
CLIMAX!	CBS 8:30pm	The Man Who Lost His Head - (O) Ellis St. Joseph; (A) John Kneubuhl; with Debra Paget, John Ericson, Sir Cedric Hardwicke, Peter Lorre, Clifton Lattimer; (SD) Buzz Kulik
STAR TONIGHT	ABC 9pm	Will Power - (O) George Lowther; with Roy Fant, Diane Gentner, Doro Merande, Renie Riano
Four Star Playhouse	CBS 9:30pm	Success Story - (O) James Bloodworth; with Dick Powell, Robert Burton, Peggy Castle, Virginia Gregg, Mira McKinney, Ann Loos, Helene Marshall, Robert Keene, Edith Elliott, Ted Jacques, Gayle Kellogg, Susan Odin; Dir - Anton Leader
ARTHUR MURRAY PARTY	CBS 10pm	Guy Mitchell(S); (SD)
LUX VIDEO THEATRE	NBC 10pm	Miss Mabel - (O) R.C. Sherriff; (A) Harry Kronman; with Elsa Lanchester; Dir - Michael Dreyfuss; (COLOR)

FRIDAY JULY 27

I Spy (Raymond Massey)	WABD 7:30pm	Man Who Hated Dreyfuss; with Fred Tozere, Maria Reid
Combat Sergeant (Michael Thomas)	ABC 8pm	East of Algiers; with Cliff Clark, Harold Dyrenforth, Leonard Mudie, Dennis Dengate, John M. Logan, Lester Sharpe
Schlitz Playhouse	CBS 9:30pm	Dara - (O) Gene Levitt; with Phyllis Thaxter, Donald Curtis, Gerald Mohr, Hayden Rorke, Joan Sudlow, James O'Rear, James Turley, David Showalter, Bill Henry; Dir - Robert Florey

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY JULY 20 - FRIDAY JULY 27

OF ALL THINGS (Faye Emerson)	CBS 10am	with Jack Haskell(S), Ilene Woods(S), Del Sharbutt(regs); 7/23 - Russell Oakes(C-inventor); 7/24 - Cliff Norton(C); PREMIERE
ERNIE KOVACS SHOW	NBC 10:30am	7/24 - Tim Kirby
TENNESSEE ERNIE FORD	NBC 2:30pm	7/26 - Andy "Jingles" Devine
NBC MATINEE THEATRE	NBC 3pm	7/23 - The Reverberator - (O) Henry James; (A) Lois Jacoby; Dir - Arthur Hiller; 7/24 - Woman at the Window - (O) Nelia Gardner White; (A) Nicholas Baehr; Dir - Wally Grauman; 7/25- Another Sky - (O) Naomi Lane Babson; Betty Ulius; Dir - Alan Cooke; 7/26 - Letter of Introduction - (O) James Carhartt, Nicholas Winter; 7/27 - Home at Seven - (O) R.C. Sheriff; (A) S.S. Schweitzer
MODERN ROMANCES	NBC 4:45pm	Not So Smart - (O) William Kendall Clark; with Lori March, Coe Norton, Pat Hosley, Gene Peterson, Lawrence Weber
TONIGHT (Steve Allen)	NBC 11:30pm	7/23-7/24 - Host: Morey Amsterdam; 7/23: Diahann Carroll(S), Oscar Peterson(M); 7/24 - Diahann Carroll(S), Lou Wills,Jr (D), Max Kaminsky & His Dixieland Six(M); 7/26 - Basil Rathbone, Buddy Greco(S); 7/27 - Conn & Mann(D),Cliff Arquette(C)

SATURDAY JULY 28

OZARK JUBILEE (Red Foley)	ABC 7:30pm	Johnny Bond(S), Bill Strength(S),Red Garrett(S), Cannonball Taylor; Porter Wagoner(co-emcee)
JULIUS LA ROSA SHOW	NBC 8pm	Eydie Gorme(S), Artie Dann(C), Gene Vincent & The Blue Caps (M), the Buxellos(acro)
STAGE SHOW	CBS 8:30pm	regulars & The Crew Cuts(S), Frank Fontaine(C), Eileen Rogers(S)
RUSS MORGAN SHOW	CBS 9:30pm	Steve Lawrence(S)
Gunsmoke	CBS 10pm	regulars & Jorja Curtright, Doug Odney
Adventure Theatre	NBC 10:30pm	The Sable Scarf; with Judy Campbell, Hugh Latimer

SUNDAY JULY 29

Telephone Time	CBS 6pm	Again the Stars; re-run
ED SULLIVAN SHOW	CBS 8pm	All Circus Show with Emmett Kelly, Tito(acro), Riberti Trio (C), Marilex(C), Al Degong & Chimps, Dschapur & Rutha(acro), Cordons(acro-aerial), Pinito de Oro(aerial), Tonito(high-wire), Miss Mara(trapeze), Adnos(juggler), Burtons(acro)
STEVE ALLEN SHOW	NBC 8pm	James Mason & family, Rise Stevens(S), Jan Peerce(S), Roger Ray(C-M), Bambi Linn & Rod Alexander(D), Eddie Condon(M) (remote)
GOODYEAR PLAYHOUSE	NBC 9pm	Pencil Sketch - (O) Abby Mann; with Elliott Nugent, Millette Alexander, Margo Hartman, Augusta Roeland, Ralph Dunn, George Maharis; (SD)

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

JULY 25, 1956

VOLUME 8 NUMBER 30 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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JUL 25 1956
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MID-WEEK SPECIAL

NEWS - POSSIBILITIES --COMMENT

NBC was successful in its plans for the big splash for NBC Bandstand for next Monday and James C. Petrillo, head of the AFM, will lead a group of eight top name bandleaders in the simulcast portion of the program. Leaders set include Guy Lombardo, Tommy and Jimmy Dorsey, Ted Lewis, Carmen Cavallero, Russ Morgan, Johnny Long and Larry Clinton.....Marian Searchinger has left Unit Four Productions (Kaiser Aluminum Hour) and returned to Daniel Hollywood. Earl Booth, who was Miss Searchinger's assistant at Unit Four is handling scripts, but no one has been named to succeed her as script editor as yet.....Recent scripts or writers announced for Playhouse 90 for the fall are all from among the 20 already commissioned or written. Among the writers set are Rod Serling, A. J. Russell, James Cavanagh, Gore Vidal, Tad Mosel, Hagar Wilde and James English.....Sponsor magazine goes weekly with its Nov 2 issue.

Ed Sullivan's "All-Circus Show" next Sunday will be based on the atmosphere involving a big circus tent erected on the parking lot on Eighth Avenue between 53rd and 54th Streets, near CBS Studio 50, and the circus parade held during the day on 54th Street in a closed-off portion between Broadway and Eighth Avenue. Three performances will be staged for the public, at 3pm, 5pm and 8pm.....That much-publicized statement last week by Jackie Bright, national administrative secretary of the American Guild of Variety Artists, that any circus performers who were on AGVA's "unfair" list would have to pay a $2000 fine before he or she would be permitted to appear on the show, was a misleading statement of union jurisdiction in the matter. It was probably issued more as a "squeeze play" than anything else. Ed Sullivan is a member of several unions because of his activities involving stage shows and television. He is also a producer. The AGVA conflict dates back to the picket line AGVA threw around the Ringling Circus this season. When some performers who were members of the union crossed the line to work they were suspended; others who were not members of the union, but continued to work were declared "unfair" by the union. However, AGVA has no say about who can work in television, whether live or film, as long as the televised performance is not also an actual circus performance with a regular audience. If AGVA wants to bar a performer member of its union from working in another medium where another union has jurisdiction it can present the case to the other union on a courtesy basis or present it to the 4 A's. The odd angle in the case of the Sullivan show is that since the circus performers are being presented in public performances as well as on television, and because of Sullivan's status as a columnist, producer and performer, all performers will be in good standing with all unions. The AGVA statement was issued before the announcement about the public show, but even then it was a bit previous and not very clear as a statement of union jurisdiction.

(MORE)

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Studio One will return for its regular season starting Sept 24, with Robert Herridge as producer of the first ten programs of the season, with more or less the same production people currently working with him on the summer program. Felix Jackson will return from his movie work to be producer on the next twenty programs, probably thru next April. Directorial assignments for the regular season have not been confirmed yet.....The Perry Como summer replacement programs, starring Patti Page, Julius La Rosa and then Tony Bennett, presumably started out as an NBC package, but the credit is now firmly Roncom Productions, Como's organization. Greg Garrison will direct the summer programs thru August, as successor to Grey Lockwood who had been scheduled to direct only the first six programs in the series.....Packager of the Arthur Murray Party on CBS is Kaar Productions, with Arthur Murray as producer and Les Zimmerman as associate producer and in charge of casting. The show stays on the air in its current spot thru Sept 27.....Production staff for Talent Scouts includes Jack Carney as producer (on leave), Will Roland as acting producer, with Fred Hendrickson as co-producer.....Arthur Singer's move to Kraft Television Theatre from the Theatre Guild, gives the Kraft program three script editors: Singer, Arthur Heineman and Charles Jackson. Dorothy Hechtlinger moves up at the Guild's U. S. Steel Hour from the story dept to take over Singer's post as script editor. Doris Grundy is now doing the casting at the Theatre Guild for the Steel Hour.....Ruth Levine has succeeded Ann Howard at Benton & Bowles, casting for As the World Turns and The Edge of Night.....Jack Kelsey is now the writer of The Secret Storm, replacing Harrison Bingham and Henry Sellinger.....Robert Mongomery Presents will return for its regular season on Sept 10.

NBC's Home show will make basic permanent changes in its format starting Sept 3 to add predictability of programming and emphasis on broader feature material. Service material will be scheduled on set days of the week, largely during the first half-hour of each day, with fashions on Monday and Friday, food information on Tuesday and Thursday and homemaking information on Wednesday. General feature material is assigned on a similar basis, with inspirational stories of health, child care, religion and education presented on Monday; profiles of interesting communities in America presented on Tuesday; relaxation for the homemaker in a "take a break" feature on Wednesday; "escape" features about cities and countries all over the world on Thursday, and stories about various types of people on Friday. The Friday features will also be tied in with personalities in books and movies, synchronized with publication or release dates.

Paul Gilbert, who has been an NBC comedy star for several years, as well as a highly successful West Coast night club comedian, will star in Shore Leave, a TV series pilot to be produced by Harry Sauber for Screen Gems. Sauber will also produce Girls About Town, another Screen Gems pilot which will have Mamie Van Doren as one of three feminine personalities in the films. Both pilots are in the group of 20 being prepared by Screen Gems and subsidiary production organizations for possible sale to sponsors by next January.....The joint Desilu-National Telefilm Associates production of The Sheriff of Cochise, starring John Bromfield, goes into production in four weeks, with the first telecast scheduled for the week of Oct 1. Socony Mobil Oil Co thru Compton Advertising, Inc., has bought the series for showing in 67 markets in the Midwest for 52 weeks. Cost figures mentioned are $1,250,000 to be spent by Desilu-NTA to film 39 episodes in the series, with the Socony buy of the 39, with 13 repeats, costing the company over $500,000 for its regional sponsorship. Creator, writer and producer of the series is Mort Briskin, with Earl Bellamy as director and Sid Hickox as director of photography. John Bromfield in the title role, in stories based on the files of the sheriff's office in Arizona's Cochise County, roams the story area in a station wagon completely outfitted with modern crime detection equipment. Marking the new trend in not committing a series to a description as either a "Western" or a "suspense" program, The Sheriff of Cochise is described as a "modern adventure series".

A special Pulse survey, conducted in metropolitan New York during May, disclosed that although a majority of viewers say that they prefer to watch a "live" program rather than a "film" show, this does not determine their actual viewing habits, and indeed, a large number of those polled thought that some film programs were live and vice versa. No check was made on condition, age or last maintenance date of the sets used by viewers.....Confirmation announcement that R. J. Reynolds Tobacco for its Camels and Salem Cigarettes would be a part sponsor of ABC's new one-hour Wire Service series, also revealed that one of the stars originally announced for the films is no longer with it. George Brent and Dane Clark, with a third actor to be named, will star in these dramatizations of the exploits of reporters stationed around the world, to be produced by Don Sharpe-Warren Lewis. Dennis Morgan was named some months ago as the third topliner in the series, which will present one of the stars each week in rotation. The series will debut Oct 4, Thursdays, 9-10pm NYT..... ..Jim Fritzell, former co-writer of Mr. Peepers, will be one of the writers of CBS' The Brothers series.

Entertainment Productions, Inc., is the new corporate name for Louis G. Cowan, Inc.....The organization, under either name, has come in for newspaper criticism for the reported war of nerves it seems to be waging publicly with Sonny Fox, m.c. of The $64,000 Challenge, for his nervous fluffs on several programs. The mis-steps, which drew more notice to the program in newspapers than it would have normally received, have led to a reported threat that if Fox committed any more he would be replaced. Publicity representatives for several people presumably tested by the producers as possible replacements have compounded the situation in promoting the "tests" in columns.....Barry and Enright's Twenty-One quiz program, to be sponsored by Pharmaceuticals, Inc., thru Edward Kletter Associates, Inc., will debut over NBC on Sept 12, Wednesdays, 10:30-11pm EDT.

AGENCIES AND ACCOUNTS: Colgate-Palmolive Co. named John W. Shaw Advertising, Inc(Chi) to handle advertising for Colgate brand shaving products: Colgate brushless shave, Colgate lather shave, Colgate after shave lotion and Colgate instant barber shave. The last named was handled by Lennen & Newell, Inc., the others previously by Bryan Houston, Inc.

PEOPLE GOING PLACES: Lucille Webster named asst business manager in the radio-TV dept, Ted Bates & Co., Inc(NY).....Walter Bien named to head the TV film commercials dept for Warner Bros. in Burbank.....Tom Taussig named a radio-TV supervisor, Ted Bates & Co., Inc(NY).....Greg Olberding resigned as publicity director for WLW-T(Cinn) to become publicity manager for WKRC-TV(Cinn), replacing Don Edgemon. .....Kenneth MacKay joined CBS-TV in New York as sports publicist, handling publicity for all CBS sports programs.

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EDITOR: Jerry Leichter

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(July 30)

NBC- 10:30-11am EDT, Mon thru Fri; DEBUT; NBC Bandstand; LIVE from WRCA-TV(NY), 74 stations live, 17 quick kine. § Sponsors- Participations. § Pkgr- NBC-TV(NY); Prod- Tom Naud; Dir- Max Miller; Band Booking- Billy Goodheart(NBC). § Simulcasts of straight live music programs featuring top name orchestras. Bert Parks is the m.c. with a guest musical host under the title of "Mr. Music"; Johnny Mercer is "Mr. Music" for the week of July 30-Aug 3, with Dick Haymes taking over for four weeks beginning Aug 6. (The telecast is a half-hour portion of a two-hour radio program featuring orchestras from various parts of the country, but those on television will originate in New York). The program replaces the Ernie Kovacs Show (last show July 27) in this time spot.

NBC- 12noon-12:30pm EDT, Mon thru Fri; DEBUT; Tic Tac Dough; LIVE from WRCA-TV (NY), to the net. § Sustaining. § Pkgr- Barry & Enright Productions, Inc(NY); NBC Exec Prod- Hudson Faussett; Dir- Edward King; Music Dir- Paul Taubman; Prog Superv- Robert Noah; Prog Anncr- Bill McCord; Sets- Willis Conner. § Jack Barry is m.c. for this new quiz show, based on the game of tic-tac-toe. Two contestants compete to complete three squares in a line, either horizontally, diagonally or vertically, with the "x" or "o" for either contestant placed in the box when a question on the category appearing in the square is answered. The value of the game is $100 at the start, increasing by $100 each time a difficult question in the center box is answered. Winners may meet challengers and increase earnings indefinitely. The program replaces Feather Your Nest (last show July 27) in this time spot.

Wednesday(August 1)

CBS- 8-9pm EDT; RETURN; Frankie Laine Time; LIVE from WCBS-TV(NY), 140 stations live, 25 kine(Toni); 139 stations live, 25 kine(Bristol-Myers); 105 stations live, 6 kine(Pillsbury); 113 stations live, 6 kine(Kellogg). § Sponsors- (Same as the Arthur Godfrey Show), 8-8:30pm: Toni Co (Toni Home Parmanent) thru North Advertising, Inc(Chi); Bristol-Myers Co (Ban, Bufferin, Vitalis, Ipana) thru Young & Rubicam, Inc(NY), other B-M agencies. 8:30-9pm: Pillsbury Mills, Inc., (Pie Crust, Cake, other mixes) thru Leo Burnett, Inc(Chi); Kellogg Co (Cereals, Dog Food) thru Leo Burnett, Inc(Chi). § Pkgr- CBS-TV(NY); Prod- Charlie Andrews; Dir- Mel Ferber; Asst Prod- Paul Orr; Staging & Choreog- Edith Barstow; Writers- Harvey Orkin, Shelly Keller, Lou Salaman. (Continued on next page).

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Wednesday(August 1)

CBS- Frankie Laine Time (Cont'd from previous page): Variety program, starring singer Frankie Laine, featuring guest stars; with the Mello-Larks singing group and Edith Barstow's dancers as regulars. The program replaces The Arthur Godfrey Show (last show July 25) for eight weeks, as it did last summer.

Friday(August 3)

CBS- 8-8:30pm EDT; DEBUT; Hollywood Summer Theatre; FILM from WCBS-TV(NY) & KNXT (LA), 80 stations net, 11 delayed. § Sponsor- General Foods Corp (Grape Nuts, Maxwell House Coffee, Bran Flakes) thru Benton & Bowles, Inc(NY); Acct Exec- George B. Brown; Comm Anncr- Gene Raymond. § Pkgr & Film Prod- Lewislor Films, Inc., at Goldwyn Studios, Hollywood, Calif.; Various production staffs. § Gene Raymond is host for re-runs of films previously seen over the NBC net as part of The Loretta Young Show in which Miss Young did not appear. The program replaces Mama (last show July 27).

Saturday(August 4)

CBS- 4:30-5pm EDT; SPECIAL; The Brooklyn Handicap; LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Sports(NY); Prod- Judson Bailey; Dir- Bob Quinlan. § Telecast of the $50,000 added Brooklyn Handicap for three-year-olds and up at Jamaica Race Track, New York. Bryan Field will describe the race with Chris Schenkel handling the color and winner's circle ceremonies.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Russ Morgan Show (Sat, 9:30-10pm EDT) Jerry Shaw is director, replacing Kirk Alexander.

Good Morning with Will Rogers, Jr. (Mon thru Fri, 7-8am EDT) James Fleming is producer, succeeding Mike Sklar.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WCBS-TV(Ch 2)- Long Before Shakespeare; DEBUT Aug 4; Sat, 2-2:30pm EDT. Sustaining,
New York educational. Pkgr- WCBS-TV Public Affairs Dept with New York University; Assoc Prod- Nazaret Cherkezian(NYU); Dir- Clay Yurdin(CBS).
New educational series on the Greek inventors of the drama, featuring Dr. Lionel Casson, associate professor of classics, N. Y. U.'s Washington Square College, in examinations of the elements of Greek playwriting and studies of the works of the great Greek playwrights. The program will include dramatic readings of excerpts from the works by professional actors, visual records and reproductions of ancient theatre sites. The program succeeds the 26-week WCBS-NYU series, Yesterday's Worlds, for eight weeks.

KNXT(Ch 2) - Ladies Fare; DEBUT July 30; Mon thru Fri, 2-3pm PDT. Participations.
Los Angeles Pkgr- KNXT; Prod- Harry Koplan; Writer- Chris Hayward. Red Rowe stars as host and m.c. of this new audience participation show, assisted by Arlene Harris, who works in skits and stunts with Rowe; also guitarist-singer Sam Hinton and comedian Dave Barry. The program will feature comedy, music and home and studio audience participation in games and contests. The program replaces Red Rowe's Get-Together in this time spot.

TALENT SHOWSHEET JULY 27 - AUGUST 5

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FRIDAY JULY 27

Science Fiction Theatre (Truman Bradley)	WRCA 7pm	Beam of Fire; with Wayne Morris, Frank Gerstle, Harlan Warde

SUNDAY JULY 29

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	The Tender Falcon - (O) Clair Roskam; with Gerald Hiken, Michael Tolan, Jay O'Brien, Nicholas Probst, William Major
CAMERA THREE	CBS 11:30am	Variations on an Instrumental Theme; with Gerry Mulligan and jazz quartet(Bob Brookmeyer, Daniel Saidenberg, Broadus Erle); (SD)

MONDAY JULY 30

Passport to Danger (Cesar Romero)	WABD 7:30pm	Havana - (O) Robert C. Dennis; with Stuart Randall, Lina Romay, John Mylong, Hy Anzel, Harris Brown, Salvador Baques, Manuel Paris, Abel Franco
Stage 7	WPIX 8pm	The Defense of Sentinel - (O) Dick Carr; with Thomas Mitchell John Harmon, Thomas B. Henry; Dir - Frank Baur
ERNIE KOVACS SHOW	NBC 8pm	with regulars & Dick Marta(M), Stan Rubin & Tigertown 5(M)
VOICE OF FIRESTONE	ABC 8:30pm	Robert Rounseville, Heidi Krall
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	Ann Leonardo(S), Gino Sambuco(M), The Blue Grass Champs (Jimmy & Scotty Stoneman, Donna Stoneman, Jimmy Case, Porter Church).
Charlie Farrell Show	CBS 9pm	regulars & Will Wright, Buddy Baer, William Henry, John Eldredge; (SW&SD)
VIC DAMONE SHOW	CBS 9:30pm	with regulars & Janet Blair, The Szonys(D)
ROBERT MONTGOMERY SUMMER THEATRE	NBC 9:30pm	Southern Exposure - (O) Owen Crumps; (A) Doria Folliott; with Charles Drake, Jan Miner, Elizabeth Montgomery, Mary K. Wells, John Gibson, House Jameson, Hilda Haynes
STUDIO ONE SUMMER THEATRE	CBS 10pm	The Ballad of Yermo Red - (O) Marcel Klauber, William T. Grady,Jr; with Biff McGuire, Arch Johnson, Loretta Leversee, Harry Bellaver, George Mitchell, Robert Dryden, Daniel Reed, Jack Orrison, Buzz Martin; (SD)

TUESDAY JULY 31

THIS IS SHOW BUSINESS	NBC 8:30pm	Panel: Pamela Mason, James Mason, Abe Burrows
Sneak Preview (Nelson Case)	NBC 9pm	The Way Back; with Pat O'Brien

TUESDAY JULY 31

GE Summer Originals	ABC 9pm	Alias Mike Hercules; with Hugh Beaumont, Anne Kimbell, Ellen Corby, Reginald Denny; Dir - Bud Boetticher
KAISER ALUMINUM HOUR	NBC 9:30pm	Roar of the Lion - (O) Lillian Andrews, M.A. Ellis; with Nancy Kelly, Ann Shoemaker, Bert Freed, Clifford Tatum, Malcolm Brodrick, Bill Zuckert, Tommy White, Clifton James, Frederick Downs, Kenny Sharpe; (SD)

WEDNESDAY AUGUST 1

Death Valley Days (Stanley Andrews)	WRCA 7pm	Mr. Godiva; with Rusty Morris, Paul Raymond, Yvonne Cross, Emile Meyer, Helen Spring, Douglas Henderson, Bill Kennedy, Tito Vuolo, Harry Hickox, Jack George, Jack Jordan
FRANKIE LAINE TIME	CBS 8pm	Frankie Laine, Mellowlarks(S), Edith Barstow's dancers(all regs); with Patti Page(S), Duke Ellington(M), Boris Karloff (SW&SD); PREMIERE
Screen Directors Playhouse	ABC 9pm	The Bitter Waters - (O) Henry James; (A) Zoe Akins; with George Sanders, Constance Cummings, Cynthia Baxter, Robert Vaughn, Celia Lovsky, Barbara Morrison, Jerry Barclay, Albert Carrier; Dir - John Brahm
KRAFT TV THEATRE	NBC 9pm	One Way West - (O) Louis Pelletier; with Kurt Kaznar, Leora Dana, Patrick MacNee, William Hensen, Peter Turgeon, Luis Van Rooten
EDDY ARNOLD SHOW	ABC 9:30pm	with regulars & Johnny Desmond (guest emcee)
US STEEL HOUR	CBS 10pm	Stopover at Sublimity - (O) Lucile Duffy; with Lisa Daniels, Efrem Zimbalist,Jr, John Napier, Fred Herrick, Dorrit Kelton; Dir - Don Richardson
INA RAY HUTTON SHOW	NBC 10:30pm	with regulars & Cass Daley(C-S)

THURSDAY AUGUST 2

Guy Lombardo	WRCA 7pm	Carmen Cavallero
CLIMAX!	CBS 8:30pm	Child of the Wind - (O) Burgess Drake; (A) Ann Chapin, Frank Glicksman; with Agnes Moorehead, Marshall Thompson, Susan Kohner,
STAR TONIGHT	ABC 9pm	The Gentleman Caller - (O) Veronica Parker Johns; (A) Robert J. Shaw; with Ruth McDevitt, Don Hanmer, Katherine Squire, Ann Thomas; (SD) Alan Anderson
Four Star Playhouse	CBS 9:30pm	Tunnel of Fear; re-run of 1/19/56
ARTHUR MURRAY PARTY	CBS 10pm	with regulars & Pearl Bailey (S)
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	The Quick and the Dead - (O) Jack Leonard; (A) Clark Reynolds; with James Whitmore, Karen Steele,

FRIDAY AUGUST 3

I Spy (Raymond Massey)	WABD 7:30pm	Lover Spy; with Massey & Peter Walker, Sona Wilson
Combat Sergeant (Michael Thomas)	ABC 8pm	Destruction at Dawn; with regulars & William Schallert, Al Schoenberg, Bennie Bartlett, John Hedloe, Alvy Moore, Harry Guardino, Wyott Ordung, John Peters, Rayford Barnes, Paul Hoffman, Julian Upton, Domenick Delgarde, Billy Wayne
Schlitz Playhouse	CBS 9:30pm	Flowers for Jenny - (O) Louis L'Amour; (A) Jameson Brewer; with Dale Robertson,Claudia Barrett, Elisha Cook, James Griffith, Richard Reeves, Howard Wright, Dick Elliott, Tom London, Ted Stanhope; Dir - Don Weis

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY JULY 27 - FRIDAY AUGUST 3

TODAY	NBC 7am	Barbara Carroll & Trio(M); Dave Garroway returns
OF ALL THINGS (Faye Emerson)	CBS 10am	7/30 · Marshall & Farrell(C); 7/31 - Carl Ballantine(C); 8/3 - Dylan Todd(S)
NBC BANDSTAND (Bert Parks)	NBC 10:30am	7/30-8/3 - Johnny Mercer: guest emcee; Dorsey Bros orch (7/31 & 8/2); Guy Lombardo orch (7/30,8/1 & 8/3); 7/30 - Arthur & Kathryn Mrrray(D); 7/31 - Oscar Hammerstein II; 8/2 - Rocky Marciano(C); PREMIERE
NBC MATINEE THEATRE	NBC 3pm	7/30 - The Cypress Tree - (O) Robert J. Shaw; 7/31 - Belong to Me - (O) Ann Pinchot; (A) Gail Ingram; 8/1 - Pygmalion Jones - (O) Dorothy Kilgallen, Richard Kollmar; (A) Gail Ingram; 8/2 - Gretel - (O) Vance Bourjaily; 8/3 - Some Man Will Want You - (O) Margaret Culkin Banning; (A) Helene Hanff
MODERN ROMANCES	NBC 4:45pm	info unavailable at press time
TONIGHT	NBC 11:30pm	7/30-7/31 - Henry Morgan: guest emcee; 7/30 - Cliff Norton(C), Dorothy Jarnac(D); (special material by Michael Brown); 7/31 - Blackburn Twins(D), Micki Marlo(S), Eddie Garson(ventril), The Schoolboys(S); 8/1 - Bobbie Priest & Al Fosse(D); 8/2 - Vivian della Chiesa(S), Clifton Fadiman; 8/3 - Kai Winding Group(M)

SATURDAY AUGUST 4

OZARK JUBILEE	ABC 7:30pm	Guest emcee: Jimmy Wakely
JULIUS LA ROSA SHOW	NBC 8pm	Tony Bennett(S), Bert Lahr(C), Maureen Cannon(S), Charlivel Trio(acro);LAST LAROSA SHOW
STAGE SHOW	CBS 8:30pm	with regulars & Lew Parker(C), Sarah Vaughn(S),Merv Griffin(S)
Adventure Theatre (Paul Douglas)	NBC 10:30pm	Strangers on the Sea; other info unavailable at press time.

SUNDAY AUGUST 5

Telephone Time	CBS 6pm	The Golden Junkman; re-run of 4/8/56
Frontier	NBC 7:30pm	The Assassin; re-run
ED SULLIVAN SHOW	CBS 8pm	US Air Force talent contest winners & Air Force Band members (supplementing Ray Block orch); (SD)
STEVE ALLEN SHOW	NBC 8pm	with regulars & Judy Holliday, Tony Bennett, Louis Jordan & his Tympani Five(M), Carmen Cavallero
ALCOA HOUR	NBC 9pm	Kiss and Tell - (O) F. Hugh Herbert; with Robin Morgan, Jerome Cowan, Warren Berlinger, Polly Rowles, Howard St.John, Lois Bolton, John Connell, Marion Randall, Florida Friebus, Stephen Chase, Donald McKee

Ross Reports ON TELEVISION

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AUGUST 1, 1956

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EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Mary Martin will portray Billie Dawn in Garson Kanin's TV production of his own "Born Yesterday," as the premiere production of the new Hallmark Hall of Fame series, starting over NBC-TV, Sunday, Oct 28. The 1956-57 schedule for the series includes six shows, five of them on Sunday evenings, all originating (under current planning) at the NBC color studios in Brooklyn. "Born Yesterday" will be seen 7:30-9pm EDT in its Sunday debut, while the second Hallmark program, with Maurice Evans starring in George Bernard Shaw's "Man and Superman," will be presented Sunday, Nov 25, 9-10:30 pm EST. Of the other three Sunday programs, two will be seen 7:30-9pm NYT and the other at 9-10:30pm NYT. The sixth program of the season will be presented on Wednesday, April 10, 8:30-10pm NYT. The production team for the six-program series will include Mildred Freed Alberg as executive producer and George Schaefer as producer and director. Each was, respectively, associate producer and director for producer Maurice Evans in his previous work on the Hall of Fame programs. Schaefer will work in collaboration with Garson Kanin on the opening show, which will be Kanin's TV entry as a director.....Television and casting problems will work some small change in the smash stage and screen hit. The script is being re-written for Mary Martin's version of the original Judy Holliday role, with Texas, of necessity, being made the place of origin of the heroine. If his work schedule permits, Paul Douglas is expected to re-create his stage characterization of junk dealer Harry Brock..... Maurice Evans will also star in another Hallmark drama besides the Shaw play.

NBC's mad mix-up on its Sunday and Tuesday night scheduling for the fall season is due to many shifts in the TV picture. Originally Ray Bolger was set for 20 alternate-week Tuesday, 8-9pm NYT presentations of Washington Square, alternating with The Chevy Show in the time spot. NBC couldn't economically sell the Bolger show which put a part crimp into the Tuesday plans. But beyond that, Bob Hope was supposed to do 6 to 8 of the Chevrolet programs, Dinah Shore was to star in 8 to 10, with four spots reserved for Martin and Lewis (as a team) and the others in the schedule to be filled by other show business headliners. When Sunday evening plans are jelled, with Alcoa and Goodyear permitting a cutback of five programs each during their regular season presentations, Chevrolet will have its stars in the open spots, but its total number of one-hour program commitments for the season will be less; a sharp drop in the auto manufacturer's budget for the Chevy Show series.....One of the starters in the race for a Tuesday NBC spot is presumed to be Noah's Ark, the new Mark VII, Ltd.-Jack Webb film series on the experiences of an American veterinarian, with Paul Burke, May Wynn and Victor Rodman in the lead roles; unless another sponsor buys it for a mid-season start.

(MORE)

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TV's lop-sided programming cost structure is starting to show strain in the big budget show column. CBS figures it bought a bargain in acquiring TV showing rights to M-G-M's "Wizard of Oz" for $225,000 per TV presentation, and considering what some forthcoming "specs" may run to, the 1939 film is a very safe investment in terms of cost and built-in audience appeal. After all, "High Tor," CBS' produced-for-TV film starring Bing Crosby is supposed to have run up a close to $500,000 production bill. Several live NBC specs for the coming season will go well over $300,000 apiece if some of the stories are to be believed. If no other realistic standard will prevail, one should remember that television is a commercial medium, depending on advertising money, and there is a limit -- already reached by some of TV's better clients -- in terms of spending money to reach a prospective audience. Money -- and the lack of it -- may be the final leveler in puncturing some of the grandiose budgets that have been attached to worthwhile-sounding "spectacular" projects. Television spending is becoming a matter of simple arithmetic. Six half-hour shows or three one-hour shows cost less than and attract a larger and more varied audience over their showing periods than two extra-budget spectaculars -- and the short programs give more commercial exposure. The spectaculars on the other hand attract a large number of non-regular TV viewers and, if the cost per viewer is within reason, apparently have a greater single exposure impact on the viewer for some advertisers.

ABC will again telecast the Chicago Tribune annual College All-Star Football Game on Friday, Aug 10, starting 9:30pm EDT.....Danny Thomas starts production next week on his delayed series which will return to the air Oct 1, Mondays, 8-8:30pm NYT. The comedian's fractured leg forced revision of the first scripts to permit him to play scenes in a wheel chair.....Three more of the pilot films on Screen Gems' fall selling slate will be Tom, Dick and Harry, a series about three young male personalities, two married and one single, to be written by Ben Starr; Mollie and Me, the story of a small town beauty parlor operator and her partner, to be produced by Stephen Longstreet; and The Adventures of Ali and Baba, based on characters from "The Arabian Nights", to be produced by Sam Bischoff.....James A. Michener will serve NBC as American "guide" for its Assignment: Southeast Asia, 90-minute filmed color documentary.....Screen Gems rolls the second of its films for CBS' Playhouse 90 series next Monday; starring Dennis O'Keefe and June Lockhart in "Confession." (SAG had to write a special clause into its telefilm contract with Screen Gems for production of the 90-minute films).....Michael Ansara will play Cochise, the famous Indian chief, in co-starring with John Lupton in the TCF series, Broken Arrow.

Dramatizations of contemporary events developed from magazine and newspaper stories are scheduled for live dramatizations this fall with a greater frequency than ever before. If a trend may have a starting point, it might be that the success of some of the productions of Armstrong Circle Theatre and a few on Climax! this past season have led producers to look into the stories behind the national and local headlines for that change of pace that some have said the one-hour dramas need. At least six of the productions for Robert Montgomery Presents during this next season will fall into the category, which indicates a greater frequency in such material than the producer has used before in one season. The other one-hour programs have similar projects on their schedules.....This week, Seattle television viewers are being treated to the greatest concentration on a single sporting event ever given, with cameras of both KING-TV and KOMO-TV being trained on the time trials (July 30 thru Aug 4) on Seattle's Lake Washington for the $25,000 Seafair Trophy Race, matching the world's fastest hydroplanes against each other, to be held Sunday, Aug 5. Olympia Brewing Co is sponsoring the time trial coverage over KING-TV, running from 11am to 5pm, Monday thru Saturday. The station will interrupt normal programming to carry all the trial runs. KOMO-TV will follow the same type of schedule in interrupting its programming, and in addition will carry regular program summaries of activities on the lake from 1-1:30pm, 4:45-5pm and at 6pm in a news program. The station's nighttime programming during the week will include at least three hours of other live and film programming on the race and its hoop-la, with at least half of it in color. The Seafair Trophy Race has become a civic enterprise in Seattle.

News reports following the presentation of The Ed Sullivan Show last Sunday indicate that some of the people who appeared on the show who had been placed on an unfair list by AGVA were cleared before the show by partial or intended payments of reduced fines (with a suspension of the "suspension" previously imposed by AGVA). The penalties had nothing to do with the Sullivan show, and this was indicated in an explanation by Jackie Bright, national administrative secretary of AGVA, that performers who were suspended could have the bar lifted by partial payments of fines with the remainder to be paid out of income from jobs in night clubs, theatres, fairs and carnivals, where AGVA regulations apply. Since there aren't enough TV jobs for circus-type acts to support themselves regularly, AFTRA-regulated fees from the Sullivan show, in effect, enabled the performers involved to get back into the good graces of AGVA so they could work in the fields where AGVA's jurisdiction is effective.

California National Productions, Inc., the new name for NBC's subsidiary Kagran Corporation, includes in its corporate framework the California National Studios, with a full production staff; NBC Television Films, world-wide syndication and network sales organization; the NBC Theatrical Division, and a Merchandising Division. California National's new NBC sound stages are currently devoted to filming The Life of Riley and The Adventures of Hiram Holiday; with four pilots for national sponsorship and two for syndication slated for production soon. NBC Television Films distributes 18 film series, operates film exchanges in New York and Hollywood and maintains a large library of stock film footage. The NBC Theatrical Division administers the NBC Television Opera Theatre and the NBC (touring) Opera Company, and will invest in theatrical productions to acquire interests for future TV properties. The Merchandising Division has rosters of personalities, characters and programs, many based on series produced or serviced by other divisions. Alan W. Livingston, president of the company will make his headquarters in Hollywood. All company activities in New York will be under direction of Robert D. Levitt, general manager.

AGENCIES AND ACCOUNTS: Simoniz Company named Young & Rubicam, Inc(Chi) to handle all of its consumer products, previously with Tatham-Laird and Sullivan, Stauffer, Colwell & Bayles.....Lever Brothers Co switched the advertising of its Spry and Instant Spry from Foote, Cone & Belding to Kenyon & Eckhardt, Inc(NY)..... The Gordon Baking Co., for its Silvercup Bread and other baking products, named N. W. Ayer & Son, Inc(Det) to handle the account, effective Sept 15. It currently is with Cunningham & Walsh, Inc.....Griesedieck Brewing Co., midwestern brewery, named Maxon, Inc., to handle its account, effective Oct 1.....Stokely-Van Camp, Inc., named Lennen & Newell, Inc., to take over its advertising Aug 1, succeeding Calkins & Holden, Inc.....Walter H. Johnson Candy Co., makers of the Power House candy bar, named Hicks & Greist, Inc., to handle its advertising.

PEOPLE GOING PLACES: Grey Advertising Agency, Inc., opened an office at 1750 N. Vine St., Hollywood, with Robert D. Wolfe named v.p. and head of Grey's west coast operations.....Ruth Manecke heads the new Alltame Animals Agency, 550 Fifth Ave., New York 36, suppliers of animals to TV programs, agencies, photographers, etc..... ..Robert Alton signed by CBS to produce "The Cole Porter Festival," for Ford Star Jubilee.....Thomas W. Moore appointed general sales manager of CBS Television Film Sales, Inc., succeeding Wilbur S. Edwards, resigned.

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(6)

CBS- 5-5:15pm EDT, Mon thru Fri; 5:30-6pm EDT, Sat; SPECIAL; Convention News Roundup; LIVE from WBBM-TV(Chi), to the net. § Sustaining. § Pkgr & Prod- CBS News; various production crews. § Special pre-Convention newscasts from Chicago for the Democratic Presidential Convention, with various CBS newscasters reporting each day. The programs will be presented Aug 6-11; all are in open time.

Tuesday(7)

NBC- 7:30-7:45pm EDT; DEBUT; The Golden Touch of Frankie Carle; LIVE from KRCA-TV(LA), to the net. § Sustaining. § Pkgr- NBC-TV(LA); Prod & Dir- Jim Jordan, Jr.; Asst Dir- Rick Oxford; Sets- Syd Russekoff; Writers- Lenny Gaines, Barry Ziff. § Musical program starring composer-pianist Frankie Carle, with a trio featuring Perry Bodkin, guitar; Max Albright, drums; Sam Shifitz, bass; with singing guest stars. The program replaces the Tuesday segment of Chevrolet on Broadway (last Tuesday show July 31), with the Thursday program continuing as before (see page 63).

Friday(10)

ABC- 9:30pm-approx 12:30am EDT; SPECIAL; College All-Star Football Game; LIVE from WBKB(Chi); also local WGN-TV(Chi); 130 stations live. § Sponsors- 1st Quarter & 4th Quarter: Pabst Brewing Co thru Leo Burnett Co., Inc(Chi). 2nd & 3rd Quarters: Standard Oil Co (Indiana) thru D'Arcy Advertising, Inc(Chi) in Midwest; American Oil Co thru The Joseph Katz Co(NY) in the East; Pan-Am Southern Corp thru Fitzgerald Advertising Agency(New Orleans) in the South. § Pkgr- ABC-TV with Chicago Tribune Charities; Prod- Con O'Dea(ABC); Dir- Jim Holmes. § Telecast of the 23rd annual Chicago Tribune Charities College All-Star Football Game at Soldier's Field; with Jack Drees describing the play and Earold "Red" Grange handling the color. The Cleveland Browns, last year's professional champions will face the college team composed of stars from all sections of the country. The program pre-empts The Vise, 9:30-10pm EDT, and It's Polka Time, 10-10:30pm EDT, one time only.

Saturday(11)

ABC- 8-8:30pm EDT; SPECIAL; Convention City; LIVE from WBKB(Chi), no. of stations indefinite. § Sponsor- Philco Corp thru Hutchins Advertising Co (Phila). § Pkgr & Prod- ABC News. § John Daly is m.c. as head of the ABC news staff examining Convention facilities and demonstrating equipment.

THIS WEEK(More)

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Sunday(12)

ABC- 7:30-8pm EDT; SPECIAL; These Are the Men; LIVE from WBKB(Chi), no of stations indefinite. § Sponsor- Philco Corp thru Hutchins Advertising Co (Phila). § Pkgr & Prod- ABC News. § Quincy Howe is m.c. for the program which will present the principal Democratic candidates for nomination, their campaign managers, chairmen of major convention committees and Gov. Frank G. Clement of Tennessee, the Democratic Convention keynote speaker. The program will replace the first half-hour of Famous Film Festival, which will be seen 8-9pm EDT, this day only.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- The Sunday Spectacular (Every 4th Sun, 7:30-9pm NYT) Aug 12; "Atlantic City Holiday," starring Jack Carter and Polly Bergen (see page C for cast credits); Prod & Dir- Ernest D. Glucksman; LIVE from Atlantic City (remote) & WRCA-TV(NY); (COLOR).

OTHER NETWORK CHANGES & ADDITIONS

CBS- Do You Trust Your Wife? (Tue, 10:30-11pm EDT) Bob LeMond became program and commercial announcer, effective July 31, replacing Ed Reimers.

NBC- Truth or Consequences (Fri, 8-8:30pm EDT) Steve Dunne is m.c. for four weeks beginning Aug 10, replacing vacationing Jack Bailey.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WAAM(Ch 13) Baltimore - Town and Country Jamboree; LOCAL DEBUT July 28; Sat, 10:30-11:30pm EDT; LIVE from WMAL-TV(Wash). Sponsor- Gunther Brewing Co thru Sullivan, Stauffer, Colwell & Bayles, Inc. Pkgr & Prod- Connie B. Gay. Long-running country and western show, originating at the Uline Arena in Washington, D. C., telecast also in Baltimore for Gunther Brewing for the first time.

KNXT(Ch 2) Los Angeles - KNXT's Live New Afternoon Show; TITLE CHANGE July 30; Mon thru Fri, 2-3pm PDT. Program was scheduled to debut as Ladies Fare (see page 67) but title was changed to general description until further notice. Add to regular cast: singer Art Jarrett.

KTTV(Ch 11) Los Angeles - Global Zobel; DEBUT Aug 3; Fri, 8-8:30pm PDT. Sponsor- Miles Laboratories, Inc (Alka-Seltzer) thru Wade Advertising (LA). Credits not available. Myron Zobel, TV and film producer, writer and lecturer, stars on this live and film program, presenting his own films to illustrate his international adventures and also behind-the-scenes film records of countries he has visited. Ed Reimers is featured, interviewing Zobel on his adventures. The program includes a viewer participation feature, with telephoned or written questions to Zobel answered on the air.

KOMO-TV(Ch 4) Seattle - Seafair Trophy Race; SPECIAL Aug 5; Sun, 12noon-6pm PT. Sponsor- Federal Finance Co. Pkgr- KOMO-TV; Prod- Tom Rogstad; Dir- Ed Lackner. Six-hour coverage of the 1956 National Unlimited Hydroplane Championship and Seafair Trophy Race on Seatle's Lake Washington. Telecast is newsworthy because among the seven live cameras KOMO-TV will use to cover the events will be one equipped with the largest commercial TV lens in existence, a 110-inch lens. Designed and finished by Howard Moses, KOMO-TV transmitter engineer, it will be used to bring into close-up, objects a mile away on the lake. Other cameras will be equipped with a 50-inch lens, a 25-inch lens and four others with zoomars.

TALENT SHOWSHEET AUGUST 3 - AUGUST 12

Most of the shows on August 3, 4, 5 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday August 10. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic(C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are reruns, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings, below) are: Adventures of Rin-Tin-Tin, Armstrong Circle Theatre (kine), Big Town, Crossroads, Crusader, Bob Cummings Show, DuPont Cavalcade Theatre, Father Knows Best, Ford Theatre, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason Show, Alfred Hitchcock Presents, Life and Legend of Wyatt Earp, Life of Riley, The Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Star Stage, Tales of the Texas Rangers, 20th Century-Fox Hour,

FRIDAY AUGUST 3

Science Fiction Theatre (Truman Bardley)	WRCA 7pm	Legend of Crater Mountain; with Marilyn Erskine, Brad Jackson, Jo Ann Lilliquist, Freddy Ridgeway, Nadene Ashdown

SATURDAY AUGUST 4

STAGE SHOW	CBS 8:30pm	Add: Rafael Mendez(M)
RUSS MORGAN SHOW	CBS 9:30pm	with regulars & Johnny Mercer
Gunsmoke	CBS 10pm	with regulars & Gloria McGhee

SUNDAY AUGUST 5

LAMP UNTO MY FEET	CBS 10am	(Title unavailable) - (O) Henry Walsh; with James Reese, Joanna Roos, Richard Sheppard, Jean Gillespie, George Mitchell
LOOK UP & LIVE	CBS 10:30am	Letters From a Jazz Musician; with the Dave Brubeck Quartet
CAMERA THREE	CBS 11:30am	Daisy Miller - (O) Henry James; (A) John McGiffert; with Nancy Malone, Peter Donat, Nydia Westman, Olive Templeton, Peggy Allenby, Dario Barrie, Stephen Hart, Thayer David;(SD)

MONDAY AUGUST 6

Passport to Danger (Cesar Romero)	WABD 7:30pm	Edinburgh - (O) Jack Leonard, James Neal Henderson; with Reginald Denny, Lili Fontaine, Robert Boon, Arthur Space, Jim Hayward, Saul Gross; Dir - Erle C. Kenton
Stage 7	WPIX 8pm	The Secret Weapon of 117 - (O) Robert Wesley; with Ricardo Montalban, Susan Morrow, John Litel; Dir - Walter A. Seiter (Also seen Thu on WABD 8pm)
ERNIE KOVACS SHOW	NBC 8pm	regulars & Roger Williams(M)
VOICE OF FIRESTONE	ABC 8:30pm	Rise Stevens
Charlie Farrell Show	CBS 9pm	with regulars & Tom Brown, Peter Leeds, Veola Vonn, Phil Arnold, Jerry Riggio, Helen Eby Rock, Earl Ross; (SW&SD)
VIC DAMONE SHOW	CBS 9:30pm	regulars & Alan King(C), Peggy King(S)
ROBERT MONTGOMERY SUMMER THEATRE	NBC 9:30pm	Maybe Tomorrow - (O) Sandra Michaels; with Charles Drake, Mary K. Wells, Jan Miner, John Gibson, Mary Fickett, Melba Rae, Grant Sullivan, Jack Arthur
STUDIO ONE SUMMER THEATRE	CBS 10pp	Something Ventured - (O) Jay Glanzrock; with Larry Gates, Joe Maross, Briarly Lee, Jack Sterling, Wesley Addy, Roger Quinlin, Joseph Elic, Doris Roberts; (SD) Frank Moriarty
Douglas Fairbanks	WRCA 10:30pm	Personal Call; with Moira Lister, Phil Brown, Diane Hart

TALENT SHOWSHEET(more)

TUESDAY AUGUST 7

THE GOLDEN TOUCH OF FRANKIE CARLE	NBC 7:30pm	Frankie Carle, Perry Bodkin(guitar),Max Albright(drums), Sam Shifitz(bass) (all regs); Guest: Joanne Gilbert(S); Prod-Dir - Jim Jordan Jr; (SW) Lenny Gaines,Barry Ziff (PREMIERE)
THIS IS SHOW BUSINESS	NBC 8:30pm	Panel: Edie Adams(S-C), Walter Slezak, Abe Burrows; Guests: Judy Johnson(S), Gene Allen(C), The Manhattans(S)
Sneak Preview (Nelson Case)	NBC 9pm	Carolyn; with Celeste Holm; (other information unavailable at press time)
GE SUMMER ORIGINALS	ABC 9pm	The Green Parrot; with Claude Dauphin

WEDNESDAY AUGUST 8

Death Valley Days (Stanley Andrews)	WRCA 7pm	Death Valley Scotty; with William Schallert, Gordon Barnes, Fred Libby, John Hubbard, Steve Mitchell, Russ Todd, Howard Negley, Michael Vallon, Tex Terry, Allan Ray, John Cretan, Jack Genge, Ned Roberts.
FRANKIE LAINE TIME	CBS 8pm	regulars & Shirley Yamaguchi, Boris Karloff, The Treniers(M)
Screen Directors Playhouse	ABC 9pm	It's a Most Unusual Day - re-run of 3/14/56
KRAFT TV THEATRE	NBC 9pm	Anna Santonello - (O) Robert Crean; with Eileen Heckart, James Gregory, Will Kuluva, Nehemiah Persoff, Carlo DeAngeli, Simon Oakland, Joe Campanella, Augusta Merighi; (SD) Richard Dunlap
EDDY ARNOLD SHOW	ABC 9:30pm	regulars & Lou Monte(S-M)
20th Century-Fox Hour	CBS 10pm	Crack-Up - re-run of 2/8/56

THURSDAY AUGUST 9

Guy Lombardo	WRCA 7pm	Stan Fisher
CLIMAX! (Bill Lundigan)	CBS 8:30pm	No Right to Kill - (O) Feodor Dostoyevsky("Crime & Punishment") (A) Victor Wolfson; with Terry Moore, John Cassavetes, Joe Mantell, Robert Harris; Dir - Buzz Kulik
STAR TONIGHT	ABC 9pm	The Mirthmakers - (O) Robert Higgins; with Al Hedison, Kenny Delmar,Patricia Bosworth,Glenn Styres,Bradley Bolke,Susan Steell
Four Star Playhouse	CBS 9:30pm	Something Very Special - re-run of 12/1/55
ARTHUR MURRAY PARTY	CBS 10pm	regulars & Jerry Lester(C), Larry Storch(C), Phil Foster(C), Larry Kent(C), Judy Gaye(S); (SD)
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	Rebuke Me Not - (O) Herbert A. Spiro; with Jan Sterling, Forrest Tucker; (SD) Earl Ebi

FRIDAY AUGUST 10

Science Fiction Theatre	WRCA 7pm	Living Lights; with Skip Homeier
I Spy (Raymond Massey)	WABD 7:30pm	Firebrand; with Shamus Licke, Joyce Sullivan, Carl Swenson
Schlitz Playhouse	CBS 9:30pm	Repercussion - (O) Douglas Morrow; with Dan Duryea, Ross Elliott, Marcia Henderson, Carl Benton Reid, Addison Richards, Eve Miller, Bing Russell, Don Shelton, George Brand, William O'Brien; Dir - Robert Florey

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY AUGUST 3 - FRIDAY AUGUST 10

OF ALL THINGS (Faye Emerson)	CBS 10am	8/9 - Cliff Norton(C); 8/10 - Bernie West(C), Conine & Ackerman(D)
NBC BANDSTAND	NBC 10:30am	Guy Lombardo and orch; Dick Haymes(as musical host)
VALIANT LADY	CBS 12N	Delete(from cast): Malcolm Beggs; Add: Harry Holcombe
NBC MATINEE THEATRE	NBC 3pm	7/6 - The Fall of the House of Usher - (O) E.A. Poe; (A) Robert Esson; with Tom Tryon, Marshall Thompson, Eduardo Ciannelli; Dir - Boris Sagal; 8/7 - Cupid Rode a Horse - (O) B.M. Atkinson,Jr; 8/8 - The Old Payola - (O) Abbey Mann, Jack Wilson; with John Conte, Jeff Donnell, Jackie Coogan; 8/9 - Century Plant - (O) Theodore Apstein; 8/10 - Perfect Alibi - (O) A.A. Milne; with Joan Elan, Reginald Denny
THE SECRET STORM	CBS 4:15pm	Delete(from cast): Warren Berlinger; Add: Lillian Schaaf
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	The Marriage - (O) Harry W.Junkin; with Kathleen Murray, Martin Newman, Henrietta Moore, Kathryn Meskill
TONIGHT (Steve Allen & others)	NBC 11:30pm	8/6-8/7 - Jerry Lester, guest emcee; 8/6-8/7 (guests):Micki Marlo(S), Richard Hayes(S), Dody Goodman(C), Bobby Sherwood (M), Dick Hyman & orch; (also,8/6): Richard Dyer Bennett(S), Chico Hamilton Jazz Quintet; (also,8/7): Gene Krupa & Quartet; 8/9 - Lawrence Tibbett, Billy Gilbert (from cast of "Fanny"); 8/10 - Doretta Morrow(S)

SATURDAY AUGUST 11

TONY BENNETT SHOW	NBC 8pm	Judy Canova(S-C), Ben Blue(C)
OZARK JUBILEE	ABC 7:30-8pm 8:30-9pm	(middle half hour preempted by special program). 7:30-8pm - Emcee: Bobby Lord; 8:30-9pm - Emcee: Sonny James; with Bill Wimberly & Country Rhythm Boys
STAGE SHOW	CBS 8:30pm	regulars & Gene Baylos(C), Sunny Howard(S)
RUSS MORGAN SHOW	CBS 9:30pm	regulars & Rusty Draper(S)
Gunsmoke	CBS 10pm	Obie Tater - re-run
Adventure Theatre (Paul Douglas)	NBC 10:30pm	Falstaff's Fur Coat; (no info available at press time)

SUNDAY AUGUST 12

Telephone Time	CBS 6pm	The Man With the Beard - re-run of 4/15/56
SUNDAY SPECTACULAR	NBC 7:30pm	Atlantic City Holiday - (O) George Foster, Mort Green; with Jack Carter(C),Polly Bergen(S),Pat Boone(S), Bill Haley & the Comets(S), Rocky Graziano(C),Jonathan Winters(C), Jayne Mansfield; Prod-Dir - Ernest D. Glucksman
GOODYEAR PLAYHOUSE	NBC 9pm	Proud Passage - (O) Joseph Schull; with John Drainee, Jason Robards,Jr, Patricia Cutts, Thomas Carlin, Diane Gentner, Mary Perry, Ann Dere

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

AUGUST 8, 1956

VOLUME 8 NUMBER 32 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Ed Sullivan won't be able to make his next Sunday show as planned, as doctors advised additional rest to recuperate from the broken rib and other slighter injuries. Phil Silvers will pinch-hit as m.c. of the Ed Sullivan Show on the 12th, with the columnist returning the following week.....Top level conferences at NBC late yesterday (7) were resolving the net's fall schedule for Tuesday, Friday and Sunday evenings. The net would very much like to guarantee that it program at least 20 top spots for Chevrolet, which means the 10 hours open from 9-10 on Sunday and 10 hours in a similar spot on Friday evenings. The biggest headache is arriving at the full utilization of the abundant talents of Ray Bolger, who is being made to look like a remnant before the season even starts. Although his Washington Square has been dropped as a series, it will probably turn up as a one-shot spec to start with. Bob Hope, except as a last resort, will still do only eight of the Sunday night Chevy shows, with two open for other stars as in the original plans for the alternate Tuesday spot that has been eliminated.....Revlon's The Most Beautiful Girl in the World will be an up-dated version -- with a whopping top cash prize -- of shows that disappeared from television a few years ago either because they couldn't get sponsor backing, or because they were strictly local. Miss U. S. Television and a local New York package called Video Venus were two of the packages that were on the air a few years ago. There's nothing original about the televised beauty contest, but the Revlon agencies are working out the plush trappings that are intended to make it more newsworthy than the earthbound "Miss America" and "Miss Universe" spectacles.

"The Magic Box", a British-made Technicolor motion picture, finally will be seen on TV as a Kraft Television Theatre presentation on August 15, in a climax to an unusual story, even for TV. Originally released in 1952, the 103-minute film story starred Robert Donat as Robert Friese-Greene, an English photographer who developed a commercially practical motion picture camera in 1889. The film, produced for the Festival of Britain, stars or features practically every name player of the British stage and screen. The film was purchased by National Telefilm Associates last year from J. Arthur Rank as one of its "Fabulous Forty" British film group. Last June, NBC decided to buy the TV rights to the film for use as a spectacular at a reported price of $75,000, with an option for a re-run. NTA had to get releases from 18 stations that had already bought the picture as part of the main group before the NBC deal could be completed. Then an intended Producer's Showcase airing for the film in late July last year was canceled at the last minute and the film seemingly has been forgotten, until now. The drastic cuts required for the Kraft showing will be comparatively simple as the picture is largely episodic, with much of it in brief vignette form.

(MORE)

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The biggest commercial TV lens in existence, the 110-inch giant put into service last Sunday by KOMO-TV(Seattle) to cover the Seafair Trophy hydroplane race, can be made even bigger since it was built to accomodate auxiliary lens to permit any focal length from 110 inches up. It was developed by Howard Moses, KOMO-TV transmitter engineer, who started the work on it last spring and also did the hand finishing himself. The lens, when fitted to a camera, is mounted on a Houston-Fearless cradle head. It is an astronomical type telescope utilizing reflecting mirrors and refractive optics. The barrel is 12 inches in diameter, made of white fiberglass, lined in black fiberglass. The lens has obvious applications for all types of outdoor sports events coverage to permit intimate closeups of action, as well for wide-ranging scenic coverage of the land and sea vistas of the Pacific Northwest. KOMO-TV is an NBC affiliate. In its first use, "The Big Mo" and camera was mounted on the concrete platform level of Lake Washington Bridge to cover the entire race course.

Raymond Burr will play the title role in CBS' productions of the Perry Mason mystery series. The pilot will roll in September, with future production depending on time availabilities, sponsor interest, etc.....Navy Log will move to ABC Oct 17, Wednesdays, 8:30-9pm EDT, sponsored by American Tobacco for Pall Mall Cigarettes. The program goes off the CBS net the last week in September. The new episodes in the series are expected to develop more newsworthiness for exploitation of the program in its new spot.....The mood of the new episodes of ABC's Life and Legend of Wyatt Earp, which moves locale this season from Wichita to Dodge City, is set by this spring, 1876 description: "The day Dodge got its new marshall it probably boasted more genuine, or would-be, six-gun experts per block than any other place, large or small, on the frontier."

NBC Matinee Theater released a list of directors who work the five-a-week program for the first time since the show went on the air. The list is a roundup of the number of shows each director has handled, in connection with the 200th program today (8). Directors, and the number of shows each has guided, are: Boris Sagal, 28; Arthur Hiller, 24; Allan Buckhantz, 24; Walter E. Grauman, 23; Sherman Marks, 22; Lamont Johnson, 20; Livia Granite, 18; Larry Schwab, 13; Alan Cooke, 3, and Pace Woods, 3. Others making up the 200 were mostly singletons. Nicholas Baehr and the team of Kathleen and Robert Howard Lindsay share honors as writers of the highest total of scripts by the same authors used on the show -- five.....NBC's story about its training program for three young comedians under exclusive contract to the net -- Joby Baker, Norm Alden and Dave Ketcham -- emphasizes that all are receiving dramatic training and have already worked several network drama programs. The story doesn't mention that all three were used fairly often on KRCA Komedy Kapers, the ill-fated local LA comedy program that paralleled the net's NBC Comedy Hour. Obviously, the three must have survived the rigorous baptism under fire on the local show to warrant the NBC investment in their future, although drama is a strange training ground for a future comic, even if it is intended to make each an all-around entertainer.

Chesebrough-Pond's Inc. has bought Conflict, the alternate week of Warner Bros. Presents, over ABC, Tuesdays, 8:30-9:30pm NYT, but with an important change in the program's billing. The emphasis will be on Conflict as the program's title, with Warner Bros. credit being subordinated. The same change may be followed for the alternate week's Cheyenne, sponsored by General Electric, which would leave The Twentieth Century-Fox Hour as the only program with its movie name topping the billing..... Califorinia National Productions, Inc., the NBC subsidiary, has acquired all rights to produce and distribute the Tarzan film series for television. The firm will also jointly control with Sol Lesser, original producer of many "Tarzan" movies, distribution of all "Tarzan" features to TV and motion picture theatres. California National will also handle all "Tarzan" merchandising, except for publication rights. Gordon Scott, featured in the title role in the latest two movies, will also be starred in the TV series of 39 half-hour films.

Shirley Jones, Gordon MacRae and Sally Forrest are among the stars slated for "The Cole Porter Festival" on CBS Oct 6.....Mary Martin's three-year contract with NBC calling for two productions a year, lists two-hour productions as among the possibilities for the star in the NBC future. NBC says that it sent Nat Wolff on a 12,500-mile trip to the Halliday family ranch in Brazil to negotiate the agreement. Richard Halliday, Miss Martin's husband, will be exec producer of her TV programs. This might mean some strange credits for the Oct 28 Hallmark Hall of Fame production of "Born Yesterday," which will have Miss Martin in the role of Billie Dawn, since the Hallmark program already has a full quota of exec producer and producer-director in Mildred Freed Alberg and George Schaefer. Schaefer is working in collaboration with Garson Kanin on "Born Yesterday," Kanin's own production and his first time as a TV director.....Kay Thompson will write original music for and appear in the TV adaptation of her book, "Eloise," which will be presented on Playhouse 90 during the coming season.

Screen Gems is building a lavish group of permanent sets in various locations for the filming of 77th Bengal Lancers (latest releases ignore "Tales of..."). A replica of a fort on the northeastern frontier of India near the Khyber Pass about 1884 is being constructed at Vasquez Rocks in the Mojave Desert, about 45 miles from Hollywood, in a 3 and one-half-acre area. A full street at the Columbia Studios Ranch in Burbank is being remodeled as part of the town of Peshawar, India. The Burbank ranch site will also include replicas of a Rajah's palace, interiors of Army offices and barracks. Also in the planning are a simulated Indian jungle and a viceroy's summer home. Pat Whyte is technical adviser on the project.....Studio City TV Productions began its final group of 26 films in the 39-film Frontier Doctor series last week at Republic. Rex Allen stars in the title role. William Witney is director, with Bud Thackery as cameraman.....Roland Reed is planning to start production next week in Bermuda on his new series, The Adventures of the Sea Hawk, starring George O'Brien. Hollywood headquarters for Reed is at California Studios.

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AUGUST 13-19, 1956

VOLUME 8 NUMBER 33

EDITOR: Jerry Leichter

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday thru Friday(13-17) - DEMOCRATIC PRESIDENTIAL CONVENTION

ABC- Daily Schedule: Mon, 1pm-approx 4pm EDT, 9:30pm-approx 12midnight EDT; Tue, 1pm-approx 4pm EDT, 9:30pm-approx 12midnight EDT; Wed, 9:30pm-approx 12midnight EDT; Thu, 1pm-approx 4pm EDT, 9:30pm-approx 12midnight EDT; Fri, 1pm-approx 4pm EDT, 9:30pm-approx 12midnight; all times subject to change; LIVE ABC remotes and pool coverage via WBKB(Chi), 70 stations live (at press time) with more to be added. § Sponsor- Philco Corp thru Hutchins Advertising Co., Inc(Phila); Comm Anncrs- Frank and Grace Albertson, Ray Richars, Doris Van Treek; also Carl King. § Pkgr & Prod- ABC News & Public Affairs; Chief Dir- Marshall Diskin; Operations Chiefs- John Daly, Thomas Velotta, Francis N. Littlejohn, Donald G. Coe. § Telecasts of the activities at the Democratic Presidential Convention in the International Amphitheatre in Chicago, in caucus rooms, headquarters hotels and via mobile units in the city's streets. All network programming during the telecast time periods listed above have been preempted for convention coverage, including programs bordering the scheduled periods, during the hour before or after, for each day listed. John Daly heads the ABC group of newscasters and commentators covering convention events.

CBS- Daily Schedule: Mon, 1pm-approx 3pm EDT, 9:30pm-approx 12midnight EDT; Tue, 1-4pm EDT, 9:30pm-approx 12midnight EDT; Wed, 9:30pm-12midnight EDT; Thu, 1pm-3:30pm EDT, 9:30pm-12midnight EDT; Fri, 1pm-3:30pm EDT, 9:30pm-12midnight EDT; all times subject to change; LIVE CBS remotes and pool coverage via WBBM-TV(Chi), 175 stations live (at press time). § Sponsor- Westinghouse Electric Corp thru Ketchum, McLeod & Grove, Inc(Pitt); consumer commercials thru McCann-Erickson, Inc(NY), industrial commercials thru Kethcum, McLeod & Grove, Inc.; Comm Anncrs- Betty Furness(consumer), Walter Brooke(industrial). § Pkgr & Prod- CBS News & Public Affairs; Operations Chiefs- Sig Mickelson, Elmer Lower, John F. Day, Paul Levitan, Dallas S. Townsend, Jr. § Telecasts of all activities in connection with the Democratic Presidential Convention in Chicago (see program explanation for ABC above). Walter Cronkite is "anchor man" for the CBS groups of newscasters and commentators. CBS programs which will originate from Chicago during convention week include: Mon, Aug 13 only, Of All Things with Faye Emerson, 10-10:30am EDT; Mon thru Fri, Aug 13-17, 7-8am EDT, Good Morning with Will Rogers, Jr.; Mon thru Fri, 1-1:10pm EDT, Charles Collingwood with the News; Mon thru Fri, 7:15-7:30pm EDT, Douglas Edwards with the News.

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Monday thru Friday(13-17) - DEMOCRATIC PRESIDENTIAL CONVENTION

NBC- Daily Schedule: Mon, 1pm-approx 3pm EDT, 9:30pm-approx 12midnight EDT; Tue, 1pm-approx 4pm EDT, 9:30pm-approx 12midnight EDT; Wed, 9:30 or 10pm-approx 12midnight EDT; Thu, 12:30pm-6pm EDT, 9:30pm-approx 12 midnight EDT; Fri, 12:30pm-6pm EDT, 9:30pm-approx 12midnight EDT; all times subject to change; LIVE NBC remotes and pool coverage via WNBQ(Chi), 140 stations live (at press time). § Co-Sponsors- 1) Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); Comm Anncrs- Bill Hayes & Greta Grey as "Johnny and Lucille"; also animation films. 2) Sunbeam Corp thru Perrin-Paus Co(Chi); Comm Anncr- Peggy Murdock, others. 3) RCA Victor Div, RCA, thru Kenyon & Eckhardt, Inc(NY); Comm Anncrs- Vaughn Monroe and Janet Blair. § Pkgr & Prod- NBC News and Special Events; Production Exec- Barry Wood; Operations Chiefs- Barry Wood, Arch Robb, William R. McAndrew, Davidson Taylor, Julian Goodman. § Telecasts of all activities in connection with the Democratic Presidential Convention in Chicago (see program explanation for ABC, page 70), as well as regional news from the country at large. Chet Huntley is "host," David Brinkley will handle running commentary and Bill Henry will handle summaries; heading the news and commentary staffs. NBC programs which will originate from Chicago during convention week include: Mon thru Fri, 7-9am EDT, Today; Mon thru Fri, 7:45-8pm EDT, News Caravan; Mon thru Fri, 11am-12noon, some sections of Home; Wed, 8-8:30pm EDT, Press Conference.

NETWORK POOL- Six cameras on convention floor directed by Bob Doyle(NBC).

GENERAL- All network and local programs on stations linked for convention coverage are subject to pre-emption and cancellation when news events at the convention warrant. Times listed for each network above are considered general averages for each day. If convention telecasts are not carried during periods in which regular programs have been pre-empted, substitute filmed programs will be carried.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- Grand Ole Opry (Every 4th Sat, 8-9pm EDT) Aug 18; LIVE from WSM-TV(Nashville); Eddy Arnold is guest star.

CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Star Tonight (Thu, 9-9:30pm EDT) Last show Aug 8. The Hour Glass (Thu, 8-9pm EDT) will extend its time to 9:30pm effective Aug 16, continuing thru Sept 6, reverting to 8-9pm EDT effective Sept 13.

NBC- Comedy Time (Mon thru Fri, 5-5:30pm EDT) It's Always Jan replaces So This Is Hollywood, effective Aug 13. The series was previously seen over the CBS net, Sept 10, 1955 thru June 30, 1956. (See page 62, Comedy Time).

Citizens Union Searchlight; SPECIAL Aug 12, 19; Sun, 2:30-3pm EDT; LIVE from WNBQ(Chi) on Aug 12; LIVE from KRON-TV(San Fran) on Aug 19, 6 NBC o-and-o stations live. Sponsor- Lanvin Perfumes, Inc, direct. Pkgr- WRCA-TV(NY); Exec Prod- William A. Berns; Prod- Al Perlmutter. Special o-and-o net telecasts of the program normally seen locally over WRCA-TV in New York; originating at the sites of the Democratic and Republican conventions in Chicago and San Francisco, these two weeks only. Ben Grauer moderates press conference interviews in which key political figures are quizzed by a panel of newsmen, including Citizens Union chairman Milton Bergerman.

TALENT SHOWSHEET AUGUST 10 - AUGUST 19

Most of the shows on August 10, 11, 12 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday August 17. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings, below) are: Adventures of Rin-Tin-Tin, Armstrong Circle Theatre (kine), Big Town, Crossroads, Crusader, Bob Cummings Show, DuPont Cavalcade Theatre, Father Knows Best, Ford Theatre, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason Show, Alfred Hitchcock Presents, Life and Legend of Wyatt Earp, Life of Riley, The Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Star Stage, Tales of the Texas Rangers, 20th Century-Fox Hour.

FRIDAY AUGUST 10

Science Fiction Theatre	WRCA 7pm	Living Lights; add(to cast): Joan Sinclair, Mike Garth

SATURDAY AUGUST 11

TONY BENNETT SHOW	NBC 8pm	Kill(last week's listing): Judy Canova; Add: Debra Paget, June Valli (S),Harvey Stone (C), George Reeves ("Superman"), Three Goetschis (unicycle act)

SUNDAY AUGUST 12

LAMP UNTO MY FEET	CBS 10am	The Roving Gambler - (O) Jerry DeBono; with Gene Peterson, Anne Pearson, Renie Riano, Joseph Lieberman, Jared Reed, Al Monaco, Estelle Ritchie, Flossie Ellis, Albert Lewis, Robert Dahdah, John Gilmore; (SD)
LOOK UP AND LIVE	CBS 10:30am	Letters from a Jazz Musician, Part II - (O) Nel King; with Dave Brubeck Quartet (Paul Desmond, Joe Dodge, Norm Bates); & Rai Sanders, Frances Foster, Sharon Porter, Peter Burke, Elizabeth Williamson (off camera voice); (SD)
CAMERA THREE (Dr. Charles Roth)	CBS 11:30am	Americans Abroad; with Frank Baly, Jetti Preminger, Joseph Boley; (SW & SD)
SUNDAY SPECTACULAR	NBC 7:30pm	Atlantic City Holiday; Add(to cast): Carol Morris (Miss Universe)
ED SULLIVAN SHOW	CBS 8pm	Phil Silvers (emcee); with Teresa Brewer(S), Dick Shawn(C), "The Platters"(S), Charlotte Rae(C), Jimmy Komack(C), The Four Jones Boys(S), Mickey Mantle (& 18 NY Yankees' wives), US Olympic Team stars

(Shows normally carried in the weekly Showsheet which are preempted for the political conventions are listed directly under the day & date headings.)

MONDAY AUGUST 13

The following shows are preempted: Vic Damone Show, Robert Montgomery Summer Theatre, Studio One, Douglas Fairbanks Presents.

Stage 7	WPIX 8pm	The Ship's Captain - (O) Mel Goldberg; with Don Taylor, Robert Kino; Dir - George Archainbaud
ERNIE KOVACS SHOW	NBC 8pm	with regulars & Yma Sumac(S), Boris Karloff; (SW&SD)
VOICE OF FIRESTONE	ABC 8:30pm	Brian Sullivan
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	Doree Crews(S), The Petticoat Trio(Margie Hirth, Bea & Mary House)(S),Ricky Hale(S)
Charlie Farrell Show	CBS 9pm	with regulars & Marcel Dalio, Maria Palmer

TUESDAY AUGUST 14

The following shows are preempted: GE Summer Originals, Kaiser Aluminum Hour.

THE CHEVY SHOW	NBC 8pm	(O) Milt Rosen; with Janet Blair, Fernando Lamas(S), Gene Nelson(D), The Taylor Four(C); (special "Movie Queen" sketch by Madaline & Jack Segal); Prod-Dir - Alan Handley
Sneak Preview (Nelson Case)	NBC 9pm	Calling Terry Conway; with Ann Sheridan

WEDNESDAY AUGUST 15

The following shows are preempted: Screen Directors Playhouse, Kraft TV Theatre (film "Magic Box" will be shown in place of regular live show), Eddy Arnold Show, US Steel Hour, Ina Ray Hutton Show.

Death Valley Days (Stanley Andrews)	WRCA 7pm	The Saint's Portrait; with Martin Carralaga, Chief Thundercloud, Grazia Narciso, Maurice Jara, Rico Alaniz, Eugenia Paul, Julian Upton, Neyle Morrow, George Lewis, Frank Nacbero
FRANKIE LAINE TIME	CBS 8pm	with regulars & Lillian Roth(S), Cab Calloway(S), Jack E. Leonard(C)

THURSDAY AUGUST 16

The following shows are preempted: Four Star Playhouse, Arthur Murray Party, Lux Video Theatre

Guy Lombardo	WRCA 7pm	Ray McKinley Quartet
CLIMAX	CBS 8:30pm	The 78th Floor - (O) Leonard Lee; with Scott Brady, Pat Crowley, Otto Kruger, Rosemary DeCamp

FRIDAY AUGUST 17

The following shows are preempted: Schlitz Playhouse of Stars.

Science Fiction Theatre (Truman Bradley)	WRCA 7pm	Jupitron; with Bill Williams
I Spy (Raymond Massey)	WABD 7:30pm	Copperhead; with Mark Miller, Len Wayland
Combat Sergeant (Michael Thomas)	ABC 8pm	Fatal Hour; with Cliff Clark, Frank Marlowe, Elaine Riley, Domenick Delgarde, Gene Roth, Doug Henderson, Edward Colebrook, Nestor Paiva

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 10 - FRIDAY AUGUST 17

The following shows are preempted: Johnny Carson Show, NBC Matinee Theatre (kine repeats, see below), Tonight.

OF ALL THINGS (Faye Emerson)	CBS 10am	8/13(from Chicago) - regulars from NY; 8/14 - Roger Price(C); 8/15 - Dick Van Dyke(C); 8/16 - Dylan Todd(S); 8/17 - Marshall & Farrell(C), Carl Ballantine(C)
NBC MATINEE THEATRE	NBC 3pm	8/13 - Fiddlin' Man - re-run of 4/1/56; 8/14 - preempted; 8/15 - Daughter of the Seventh - re-run of 5/3/56; 8/16 - Babylonian Heart - re-run of 4/19/56; 8/17 - One of the Family - re-run of 4/12/56
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	8/13-8/17 - Brave Decision - (O) Anne Howard Bailey; with Fran Carlon, Tom Middleton, Bert Freed, James Millhollin, Eric Sinclair

SATURDAY AUGUST 18

OZARK ("JUNIOR") JUBILEE	ABC 7:30pm	with regulars & (host) Jim Wilson(S)
GRAND OLE OPRY	ABC 8pm	with regulars & Eddy Arnold(S)
TONY BENNETT SHOW	NBC 8pm	with regulars & Elaine Malbin(S), The Vagabonds(S), Chaz Chase(C), Les Dassies(acro), The Four Lads(S)
STAGE SHOW	CBS 8:30pm	The Seven Ashtons(acro), Della Reese(S), Larry Storch(C)
RUSS MORGAN SHOW	CBS 9:30pm	with regulars & The Billy Williams Quartet(S), Don Cherry(S), Sharon Kay Ritchie(Miss America 1956)
Gunsmoke	CBS 10pm	with regulars & Ron Hagerthy, Helen Plebe
Adventure Theatre (Paul Douglas)	NBC 10:30pm	Present for the Bride - (credits unavailable)

SUNDAY AUGUST 19

Telephone Time	CBS 6pm	Emperor Norton's Bridge - re-run of 5/27/56. (Previously listed as "Emperor Norton")
ED SULLIVAN SHOW	CBS 8pm	with regulars & Jeannie Carson(S-C), Kovac & Rabovsky(D), Don Cornell (S), Pinito del Oro (aerelist); Japanese acts (on film); (SW & SD)
STEVE ALLEN SHOW	NBC 8pm	Julius LaRosa(S), Frank Sinatra(S), Eddy Lawrence(S), Augie & Margo(D), Don Adams(C), Mamie Van Dorne
THE ALCOA HOUR	NBC 9pm	The Big Vote - (O) David Karp; with Ed Begley, Walter Matthau, Kathleen Maguire, Robert Emhardt, William Harrigan, Walter Burke, Katharine Raht, Luis van Rooten, Robert Culp, Jay Barney, Don Keefer, Augusta Merighi, Ed Prentiss

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INCLUDING

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EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

The insularity of entertainers as well as critics in New York and Hollywood continues to amaze one, with the demonstrated extremes of ignorance about the activities of each in television. Before one even gets to the telecast, it is obvious that the writing, production and casting of shows have different techniques on the two coasts; due largely to the differences in executive attitude, with Hollywood's vision colored by movie industry techniques and New York's linked to the Broadway stage. But the greatest difference is found in the critical reception of television programs in each of the great source cities of network TV. Television is now old enough to have a historical background in programming, yet because it spews forth so much material during the year, the tendency seems to be to treat everything as new unless one has personally seen it before -- or to ignore things done locally until they are done on a network show and then recognize that they exist. Since it is impossible for any one critic to see everything done on television (as opposed to reviews of Broadway stage shows, or reviews of all major Hollywood movies), criticism of television programs is apt to be looser and more prone to error because of what can only be called lack of historical perspective. It is this condition of inability to keep track of everything in television -- even if limited to everything that might be worthwhile -- that leads critics -- and producers -- down a garden path in evaluating the worth of the material and people in television. A comedian can appear on a local show in New York or Hollywood using his basic night club act, then possibily appear on a morning or afternoon network variety show, then finally bring the same routine to a nighttime variety show -- and have his appearance greeted by critics who hail his fresh approach and material. Meanwhile, viewers who may have seen him on other programs, or have since seen his gags lifted by other comics, sit back and wonder what the shouting is about -- they've seen it and they want new material. NBC's Tonight has been on the cable for almost two years, with Steve Allen utilizing a tremendous amount of comedy material, quite a bit in the form of variations of set routines. Allen's own Sunday show has been on less than two months and in that time he has used several sketches and routines worked in on the Tonight show. Critics have hailed the freshness of his material on the Sunday show, seemingly ignorant of the fact that late evening viewers already know the actions and the words. In another case, Hollywood columnist Sidney Skolsky last week told a trade paper columnist that he regarded Ernie Kovacs' satire of "Skodny Silsky" on his Monday night program as "stupid and unfunny and I have a good mind to sue NBC. They never asked my permission or submitted a script." The unhumorous Mr. Skolsky never heard that Kovacs has done the same characterization on local and network television and on radio for some time. No one had previously called it to his attention. Insularity, or restriction of viewing, is at fault, but the television medium is obviously too big to overcome the handicap.

(MORE)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

NBC's evening schedule for the 1956-57 season will include the following new programs and program shifts (with starting dates in parentheses): The Chevy Show, every fourth Sunday, 9-10pm NYT (Oct 21); also every fourth Friday, 9-10pm NYT (Oct 5); both starring Bob Hope or Dinah Shore. The Big Surprise, Tuesdays, 8-8:30pm NYT (Sept 18). Noah's Ark, Tuesdays, 8:30-9pm NYT (Sept 18). People Are Funny, Saturdays, 7:30-8pm NYT (Sept 15); program moves from its current Saturday, 9-9:30pm spot to the time occupied last season by The Big Surprise. The Most Beautiful Girl in the World, Mondays, 9-9:30pm NYT (Sept 24). Tales of the 77th Bengal Lancers, Sundays, 7-7:30pm NYT (Oct 7). Circus Boy, Sundays, 7:30-8pm NYT (Sept 23). The Adventures of Sir Lancelot, Mondays, 8-8:30pm NYT (Sept 24). Stanley, Mondays, 8:30-9pm NYT (Sept 24). The Adventures of Hiram Holiday, Wednesdays, 8-8:30pm NYT (Oct 3). Twenty One, Wednesdays, 10:30-11pm NYT (Sept 12). Tennessee Ernie Ford Show, Thursdays, 9:30-10pm NYT (Oct 4). The Walter Winchell Show, Fridays, 8:30-9pm NYT (Oct 5); The Life of Riley moves up a half-hour to 8pm, Fridays, starting the same date. On Trial, Fridays, 9-9:30pm NYT (Sept 14). Caesar's Hour, Saturdays, 9-10pm NYT (Sept 15). Other time periods are filled by shows returning to their regular spots for the season.

The need for Ed Sullivan to recuperate from his auto accident for three or four weeks was caused by complications from a chest cold which made his first days in the hospital very uncomfortable. The enforced rest will provide the vacation that the producer-columnist was going to pass up this year.....NBC TV Opera Theatre, starting its eighth season on Nov 18, will present six Sunday afternoon productions, including one world premiere and one U. S. premiere: Nov 18, Puccini's "La Boheme"; Dec 16, Menotti's "Amahl and the Night Visitors"; Jan 13, Prokofiev's "War and Peace" (American premiere); Feb 10, Verdi's "La Traviata"; March 10, Stanley Hollingsworth's "La Grande Breteche" (world premiere), and April 21, Richard Strauss' "Electra".....Screen Gems has announced two more series pilots for sale for the 1957-1958 season, both to be produced by Briskin Productions, Inc., bringing to the 13 the number of series announced by Screen Gems for the new selling season. The two latest are Johnny Nighthawk, dealing with the adventures of two Korean vets who go into commercial flying, to be produced by Joseph Hoffman for first-run syndication; and Casey Jones, dealing with railroading of the 1890's and early 1900's.

Marge and Gower Champion will produce a new live and film series next spring in partnerhsip with J & M Enterprises, Inc., Jack Benny's new production firm. Benny will appear as guest in the pilot film, intended as the first of the series..... Jack Webb begins production on the first films for his new NBC Noah's Ark series on Aug 20, but his activities will be confined to producing, directing and writing for the program. The series will star Paul Burke, May Wynn and Victor Rodman.....Sam Gallu begins production on 39 new episodes in his Navy Log series for ABC on Aug 20, with a week of location shooting at and near San Diego, Calif., for two films dealing with World War II in the Pacific.

"Charley's Aunt" will be one of the live productions on CBS' Playhouse 90 this season. The farce was first presented in New York in 1893.....NBC has signed John Guedel to a new long-term agreement to continue as producer of You Bet Your Life and has also signed a new long-term exclusive services contract with Groucho Marx, star of the program.....Al Lewis will succeed Hal Kanter as producer and head writer of the George Gobel Show. Lewis was formerly director and a writer of Our Miss Brooks. Kanter continues with Gobel's movie and other TV activities.

PEOPLE GOING PLACES: Herbert B. Cahan appointed program manager for WBZ-TV(Boston), coming from a similar position at WAAM(Balt).....William Martin named talent director of KTLA(LA).....E. Carlton Winckler appointed director of production operations for CBS Television, with Robert Milford named to succeed him as production manager of the CBS TV program dept.....James J. Kilian named program director for WAAM(Balt), moving over from his public service director duties.